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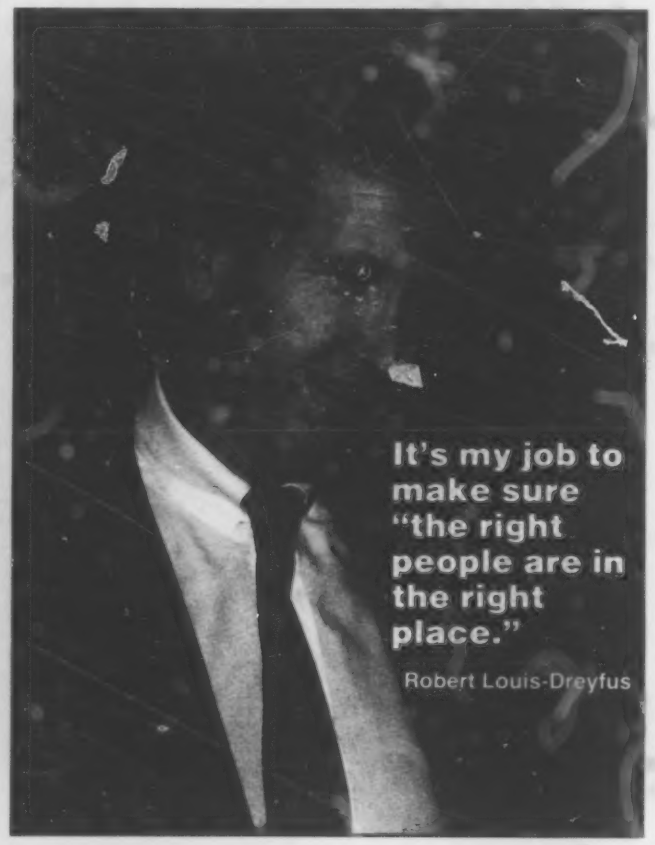
Louis-Dreyfus making his moves at Backer



Doug Goodman

By Jon Lafayette and Laurel Wentz

Saatchi & Saatchi Co. Chief Executive Robert Louis-Dreyfus is taking a stronger hand in the management of troubled Backer Spielvogel Bates Worldwide.

In exclusive interviews with *Advertising Age*, Mr. Louis-Dreyfus said part of his job is to ensure that "the right people are in the right place," and that it was clear he had to step in when Backer began hemorrhaging during the past year.

Mr. Louis-Dreyfus' increased role in the day-to-day affairs of Backer is significant because, until now, those duties had been the closely guarded and exclusive province of agency CEO Carl Spielvogel.

Since he was hired as chief executive in 1990, Mr. Louis-Dreyfus has concentrated primarily on the financial restructuring of Saatchi while maintaining a hands-off policy toward the management of the holding company's agency units.

"I really believe in decentralization, except for financial control," he said. "If people are successful, don't bother them. Don't second-guess them."

Mr. Spielvogel recently signed a new contract with Saatchi that

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Lintas wins Kodak prize

$100M in TV buys consolidated

By Alison Fahey

Eastman Kodak Co. and its Sterling Drug subsidiary have consolidated $100 million-plus in TV media buying assignments at Lintas:USA.

The Kodak/Sterling decision consolidated media buying for all major brands and most leading dayparts, effective last week. The move is the latest example of marketers looking to gain clout in the marketplace through consolidation.

The move strips J. Walter Thompson USA, New York, of all broadcast buying responsibilities for Kodak and Sterling, including Sterling's L&F Products and Glenbrook Laboratories divisions.

JWT had handled all network prime-time buys for Kodak brands, including film and cameras, and such Sterling products as Bayer aspirin.

Ironically, Lintas doesn't have any creative assignments for Kodak brands and, in April, resigned the $25 million Bayer aspirin account citing "strategic differences" with Sterling.

The resignation didn't include media buying responsibilities for the brand for certain dayparts, which sources said remained at the agency.

Lintas:New York currently handles daytime network and syndication buying for Kodak and Sterling as well as cable TV through its sister agency Lintas:Campbell-Ewald, Warren, Mich. As part of the consolidation, Lintas will also be handling Olympics buys.

JWT also bought sports, specials and late-night programming for Kodak brands. It will continue to handle media planning and print buying as well as the creative assignment for Kodak film, including Photo CD, a system being introduced in '92.

Sources say JWT will lose an estimated $50 million, at least, in media buying responsibilities; the remainder has been at Lintas.

Roger Morrison, Kodak's director of media and programs, declined to comment on the exact size of the account but cited several reasons for the consolidation.

"By placing all our broadcast media buying through one agency, we feel we can get better strategic focus on our overall broadcast buys and gain an advantage in terms of our ability to leverage our business," Mr. Morrison said.

"And it goes beyond keeping [costs per thousand] down, although that's a critical issue

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Slumping Pepperidge Farm turns up the heat on O&M

By Judann Dagnoli

Serious sales declines at Pepperidge Farm are straining the relationship between the Campbell Soup Co. subsidiary and agency Ogilvy & Mather.

While a review isn't considered imminent, sources familiar with the situation say profit-hungry Campbell slashed Pepperidge Farm's ad budget 55.5% to $8 million for the year ending July 31.

As a result, O&M is being forced "to take a bath" on the account, one source said.

That's prompted talks between the agency and client on a new compensation setup that could involve a fee payment system in lieu of Pepperidge Farm's traditional percentage-based compensation rate.

An O&M spokeswoman said the New York-based agency doesn't comment on client contracts. Pepperidge Farm President Dick Shea didn't return phone calls.

Will Pepperidge Farm's Old Timer be retired?

One company insider said, "Dick isn't pleased [with O&M]. He's pushing them to do better advertising. There is a strain there."

Exacerbating tensions is the loss of Pepperidge Farm VP-Marketing and General Manager David Albright, who last month became president of Campbell unit Godiva Chocolatier. No successor has been named.

The search for better advertising is leading the company to rethink its "Pepperidge Farm remembers" campaign, originally created by master adman David Ogilvy in 1956. For the past 14 years, the commercials have featured the folksy Old Timer currently played by actor Charlie Welch.

Pepperidge Farm clearly remembers better times.

Usually a star performer in the Campbell lineup, the $582 million unit suffered an 8% decline in volume while sales were down 1% to $12.8 million in the quarter ended April 28, said Donaldson Lufkin & Jenrette analyst William Leach.

Analysts say the recession is

(Continued on Page 60)

LAST MINUTE NEWS

Bowen out? O&M feels heat on AmEx

NEW YORK—McCann-Erickson Worldwide announced on Friday that Gordon Bowen, a key Ogilvy & Mather executive on the American Express account, was joining McCann. Mr. Bowen, 40, was slated to become worldwide chief creative officer for the Coca-Cola account, a new post, and exec VP-chief creative officer of the office here *(see story on Page 4)*. Mr. Bowen said, at first, he was "looking forward to a new challenge" at McCann, but minutes later told the agency he was having "second thoughts," according to McCann. His possible departure as

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■ **Colt 45 Power Master,** Heileman's new malt liquor, drew criticism from consumer groups and the government. 3

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■ **Insect repellent sales** are booming this summer, in part due to fear of tick-borne Lyme disease. 3

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ABP MPA ABC

P&G keeps cooking with new food entries

By Jennifer Lawrence

Procter & Gamble Co. will remain an aggressive player in the food and beverage business, even as it conducts a strategic review of that $3.3 billion division.

The real unknown is whether increased marketing activity is aimed at boosting value in preparation for the sale of some or all brands or whether P&G is in it to stay.

Following the surprise departure of Exec VP B. Jurgen Hintz this month, speculation was rampant that P&G would get out of food and beverages, but Chairman-CEO Edwin L. Artzt said the company remains committed to and active in the categories.

Major marketing changes are now under way for Crisco and Puritan oils, with a healthier version of Crisco testing in the Midwest and plans afoot to boost Puritan, a 100% canola oil product, by adding the Crisco logo.

Other initiatives include a new product from Duncan Hines, baking mixes called Pantastics.

Duncan Hines' new Pantastic cakes are P&G's latest entry in the food market.

The line extension is a complete kit to make a decorated cake in special shapes. Five varieties—Garfield, Miss Piggy, Kermit the Frog, a baseball diamond and a football field—will start testing in the Southeast in July.

Even troubled Citrus Hill orange juice hasn't been sitting still. P&G is just completing a test of a not-from-concentrate juice positioned as a seasonal product in five southeastern states.

That product marks P&G's first entry into the growing not-from-concentrate orange juice market dominated by Tropicana Products and Coca-Cola Foods' Minute Maid.

Mr. Artzt has identified Crisco and Duncan Hines as brands that haven't performed well in recent years, while he's characterized Citrus Hill as "the challenge we face in the beverage business."

Because P&G doesn't have the food equivalent of a Tide detergent in its brand lineup, industry analysts believe its food and beverage sector is a questionable strategic fit. Even a recent letter to employees from Mr. Artzt did little to dampen analysts' opinion that parts would be sold.

The letter was made public after *The Wall Street Journal* reported P&G was considering selling parts of the food and beverage

(Continued on Page 58)

Promise cheese in works

By Judann Dagnoli and Julie Liesse

Unilever's Van den Bergh Foods is developing a line of low-fat, low-cholesterol cheeses under its Promise brand name.

It isn't known how close Van den Bergh is to introducing Promise cheese, but sources confirmed preliminary plans are under way.

The line, tentatively dubbed Promise Reduced Fat Cheeses, would be the marketer's second stab at bringing a well-known margarine brand to the $3.7 billion cheese market now dominated by Kraft USA.

In 1989, Van den Bergh began limited distribution of a line of spreadable cheeses under its Shedd's Country Crock brand, but it never reached national distribution.

Promise, long supported with the "Get heart smart" theme in advertising from McCann-Erickson Worldwide, New York, is the sixth-largest seller in the $1.4 billion margarine category, with a 7.6% share.

Promise cheese would tap into the increasingly popular "light" cheese market, which Information Resources Inc.'s InfoScan service measured at $200 million in 1990.

Established products include Dorman's Light from Dorman-Roth Foods and First World Cheese's Alpine Lace. But Promise's most direct competitor would be Kraft's Light Naturals line of reduced-fat, reduced-calorie chunk cheeses. Light Naturals has about a 3.5% share of the natural chunk cheese segment.

Kraft last week began a national rollout of Kraft Free Singles, a fat-free version of its American pasteurized process cheese slices. Kraft Free Singles has 45 calories, half the calories of regular Kraft Singles. Kraft will continue marketing both regular and light Kraft Singles in addition to the new product.

TV and print advertising will support, via J. Walter Thompson USA, Chicago.

Kraft has about 30% of the combined chunk and shredded natural cheese segment, and 49% of the American cheese segment, industry sources say. □

Time Inc. revamps sales

By Scott Donaton

NEW YORK—Time Inc. Magazine Co. will announce today a fundamental restructuring of its ad sales force, sparked as reported earlier by the success of its corporate sales efforts.

Under the new structure, sales reps for the Time Warner unit's individual magazines will report to one of four corporate regional sales managers rather than each title's ad director.

The restructuring affects a staff of more than 300, believed to be the nation's largest media sales force.

"Behind it is the desire to do two things: On the one hand, we're trying to retain the focus of the selling activity as essentially a title-by-title, brand-selling activity," said a source familiar with the changes. "On the other hand, we want to create an availability to manage that activity for the benefit of the company as a whole when it's appropriate to do that."

Time Inc. today promotes four senior sales executives to the new title of regional VP-sales.

Steven Seabolt, 39, now ad sales director of *Time*, will be based in Los Angeles; Jack Haire, 39, now ad sales director, *Entertainment Weekly*, will relocate to Chicago; Jim Graham, 40, now national ad sales manager, *Fortune*, will be based in Detroit; and John Jay, 49, ad sales director of *Fortune*, remains in New York.

Time Inc. Magazine Co. is "really elevating the job function of advertising sales in this company, giving it some teeth."

Also, David Long, 45, now ad sales director of *People*, will be named to the new post of VP-marketing for the company. He will work with parent company VP-Sales Richard Heinemann, 52, to whom the regional sales executives will report.

"We're putting the best people that we have hands-on in the marketplace," the source said. "We're giving our best advertising management personnel a common agenda, which we've never done before, and reallly elevating the job function of advertising sales in this company, giving it some teeth."

Successors haven't been named for the executives, but the key slots aren't likely to be left vacant for long.

Sources say that as a result of Mr. Seabolt's departure, flagship *Time* soon will fillll the publisher's slot vacated lasst February by Louis A. "Chip" Weil III. The new publisher is expected to come from within; Robert L. Miller, exec VP, group president and

(Continued on Page 58)

MORNING REPORT:

Coffee sees rise in ground as instant sales keep falling

By John C. Maxwell Jr.

Coffee sales held steady last year.

As more premium coffees came on the market, a slight increase in ground roast sales offset the continued decline in instant coffee.

In dollar sales, the market remains at about $3.9 billion, excluding specialty shops, an estimated $1 billion business.

Philip Morris Cos.' General Foods USA narrowly holds first place in the ground roast segment with a 33% share, vs. Procter & Gamble Co.'s Folgers at 32.7%.

Nestle increased its share to 16% last year, and Chock Full O' Nuts Corp. is fourth with 3.4%.

In instant coffees, General Foods continues to be No. 1 with an estimated 36.3% of the market, just ahead of Nestle at 33.3%. Folgers is a strong third at 24.7%

Although the industry's volume and dollar growth were flat in 1990, conditions were favorable due to the continuation of the free market for coffee, rather than a quota system.

This increased the availability of higher-quality arabica beans at lower prices, which in turn contributed to the trend toward new or improved products. That also enhanced gross margins, which allowed more marketing support for coffee brands.

Ad spending for the first nine months of 1990 increased 35% from the same period a year earlier, according to media measuring services and our estimates.

These two trends—increased marketing support and higher-quality specialty coffees—helped stabilize volume and per capita consumption.

The National Coffee Association reports the number of cups per person per day was practically flat, going to 1.73 cups in 1990 from 1.75 cups in 1989.

The percentage of the population that reported drinking coffee was stable—52.4% vs. 52.5% in 1989. □

Mr. Maxwell is an analyst with Wheat, First Securities, Richmond, Va.

Coffee market shares

Regular coffee	1988	1989	1990*
GENERAL FOODS			
Maxwell House Regular	16.7%	16.0%	16.3%
Decaf	2.0	2.0	2.0
Private Collection	0.3	0.3	0.5
Subtotal	19.0	18.3	18.8
Master Blend	8.0	8.2	8.6
Sanka	2.0	1.9	1.8
Yuban Regular	2.2	2.1	2.2
Decaf	0.3	0.3	0.3
Subtotal	2.5	2.4	2.5
Brim (includes Max-Pax)	1.5	1.3	1.3
Total	**33.0**	**32.1**	**33.0**
PROCTER & GAMBLE			
Folgers Regular	22.8	23.0	22.7
Decaf	4.0	4.2	4.0
Special Roast	5.0	5.0	4.9
Maryland Club**	—	—	0.4
Butternut**	—	—	0.7
Total	**31.8**	**32.2**	**32.7**
NESTLE			
Hills Brothers	7.7	7.8	8.9
MJB	3.3	3.4	3.6
Chase & Sanborn	1.8	2.0	3.2
Taster's Choice	0.2	0.3	0.3
Total	**13.0**	**13.5**	**16.0**
CHOCK FULL O'NUTS	3.4	3.4	3.4
WINTERPARK INVESTMENT GROUP**			
Maryland Club	0.7	0.5	—
Butternut	0.9	0.8	—
Total	**1.6**	**1.3**	**—**
ALL OTHERS	17.2	17.5	14.9
GRAND TOTAL	**100.0%**	**100.0%**	**100.0%**

Instant coffee	1988	1989	1990*
GENERAL FOODS			
Maxwell House Regular	20.5%	20.0%	19.8%
Decaf	2.0	1.8	1.7
Subtotal	22.5	21.8	21.5
Maxim	1.4	1.3	1.2
Sanka	8.3	8.3	8.3
Freeze Dried Sanka	0.6	0.6	0.6
Yuban	0.7	0.8	0.8
Brim	1.1	0.9	0.8
International Coffees	3.0	3.0	3.1
Total	**37.6**	**36.7**	**36.3**
NESTLE			
Nescafe Regular	7.4	7.3	7.1
Decaf	2.8	2.7	2.6
Taster's Choice Regular	11.3	11.6	11.4
Decaf	5.9	5.7	5.6
Sunrise	0.6	0.8	0.8
Hills Brothers	2.4	2.5	2.6
MJB	1.5	1.6	1.6
Chase & Sanborn	1.0	1.4	1.6
Total	**33.1**	**33.6**	**33.3**
PROCTER & GAMBLE			
Folgers Regular	17.0	17.5	17.8
Decaf	5.2	5.6	5.9
High Point	0.9	0.8	1.0
Total	**23.1**	**23.9**	**24.7**
BORDEN			
Kava	0.4	0.3	0.3
ALL OTHERS	5.8	5.5	5.4
GRAND TOTAL	**100.0%**	**100.0%**	**100.0%**

*1990 figures are estimates. **Procter & Gamble acquired Maryland Club and Butternut from Winterpark Investment Group in October 1989.
Source: John C. Maxwell Jr.

Cold cereals feel the chill as oat bran boom fades

By John C. Maxwell Jr.

Cold cereals felt a shiver in 1990.

Though dollar sales in the industry rose 6% to about $2.7 billion from 1989, volume was up just 0.4% to 2.61 billion pounds.

The poor showing related to the peaking of interest in oat products and the lack of interesting new products.

Kellogg Co.'s dollar share dropped 2.4 points to 37.2%. The company has gained much of that back in recent months while managing to stabilize older brands such as Corn Flakes, Frosted Flakes and Rice Krispies.

General Mills gained 1.5 points in dollar share to 28%. That surge was led by some of its children's cereals as well as newer products, including Oatmeal Raisin Crisp and Apple Cinnamon Cheerios.

General Foods USA's Post division was up 0.7 share points to 10.7%, having turned around some older brands such as Grape-Nuts, Pebbles and Alpha-Bits, as well as adding Honey Bunches of Oats.

Ralston Purina Co. gained 0.1 points to 6.7%, though it experienced some decline in licensed products and saw the demise of a new product, Bran News.

Nabisco Brands continued to lose share, falling 0.3 points to 4.2%. Most of its products from Shredded Wheat on down declined slightly.

Gains from the new Teddy Grahams cereal partially offset other losses.

During the three-month period that concluded at the end of February, Kellogg picked up about 1.5 share points with aggressive marketing.

General Mills and Post also saw share growth, but Nabisco and Ralston were off a share point or more. □

Top 10 cereals

Brand	1989 Lbs.	1989 $	1990 Lbs.	1990 $
Corn Flakes (Kellogg)	5.4%	3.4%	5.3%	3.3%
Frosted Flakes (Kellogg)	5.1	4.6	5.0	4.3
Cheerios (General Mills)	4.7	4.8	4.6	4.9
Raisin Bran (Kellogg)	3.7	3.1	3.4	2.9
Rice Krispies (Kellogg)	3.1	3.2	3.2	3.1
Chex (Ralston Purina)	2.9	2.9	3.2	3.2
Honey Nut Cheerios (General Mills)	3.1	3.4	3.1	3.5
Cap'n Crunch (Quaker Oats)	2.9	2.7	3.1	2.9
Shredded Wheat (Nabisco)	2.8	2.6	2.7	2.5
Bran products (Kellogg)	2.6	2.3	2.6	2.3
TOTAL	**36.9%**	**33.0%**	**36.2%**	**32.9%**

Source: John C. Maxwell Jr.

Cold cereal market shares

	1989 Lbs.	1989 $	1990 Lbs.	1990 $
KELLOGG				
Corn Flakes	5.4%	3.4%	5.3%	3.3%
Frosted Flakes	5.1	4.6	5.0	4.3
Raisin Bran	3.7	3.1	3.4	2.9
Rice Krispies	3.1	3.2	3.2	3.1
Bran products	2.6	2.3	2.6	2.3
Frosted Mini-Wheats	2.1	2.2	2.3	2.3
Froot Loops	1.9	2.3	1.8	2.2
Special K	1.3	1.7	1.3	1.6
Cracklin' Oat Bran	1.6	1.9	1.2	1.5
Apple Jacks	1.0	1.3	1.0	1.3
Corn Pops	0.9	1.1	1.0	1.4
Nutri-Grain	1.2	1.3	0.9	0.9
Crispix	0.8	1.0	0.9	1.1
Nut & Honey	0.7	0.7	0.8	0.9
Mueslix	0.9	1.0	0.7	0.9
Honey Smacks	0.7	0.8	0.7	0.7
Just Right	0.3	0.3	0.7	0.9
Common Sense Oat Bran	1.6	1.9	0.6	0.7
Shredded Wheat Squares	0.8	0.9	0.6	0.6
Product 19	0.7	0.8	0.6	0.7
Oatbake	0.1	0.2	0.6	0.8
Cocoa Krispies	0.5	0.6	0.5	0.6
Kenmei Rice Bran	—	—	0.5	0.5
Bigg Mixx	—	—	0.3	0.3
Heartwise	0.1	0.1	0.2	0.3
S.W. Graham	0.4	0.4	—	—
Apple Raisin Crisp	0.2	0.3	—	—
Fruity Marshmallow Krispies	0.2	0.2	—	—
Others	1.1	2.0	0.8	1.1
Total	**39.0**	**39.6**	**37.5**	**37.2**
GENERAL MILLS				
Cheerios	4.7	4.8	4.6	4.9
Honey Nut Cheerios	3.1	3.4	3.1	3.5
Total	2.1	2.6	2.0	2.6
Lucky Charms	1.7	2.0	1.7	2.0
Wheaties	1.6	1.3	1.7	1.5
Oatmeal Raisin Crisp	1.1	1.1	1.4	1.4
Apple Cinnamon Cheerios	1.2	1.5	1.2	1.5
Raisin Nut Bran	1.2	1.2	1.2	1.2
Trix	1.1	1.4	1.1	1.5
Golden Grahams	1.0	1.1	1.1	1.3
Cinnamon Toast Crunch	0.8	0.9	1.0	1.3
Kix	0.8	1.0	1.0	1.3
Total Raisin Bran	0.8	1.1	0.8	0.9
Clusters	0.6	0.7	0.7	0.9
Cocoa Puffs	0.6	0.8	0.6	0.8
Crispy Wheats 'n Raisins	0.5	0.6	0.5	0.5
Monster cereals	0.4	0.5	0.3	0.4
Fiber One	0.3	0.4	0.3	0.3
Others	0.1	0.1	0.1	0.2
Total	**23.7**	**26.5**	**24.4**	**28.0**

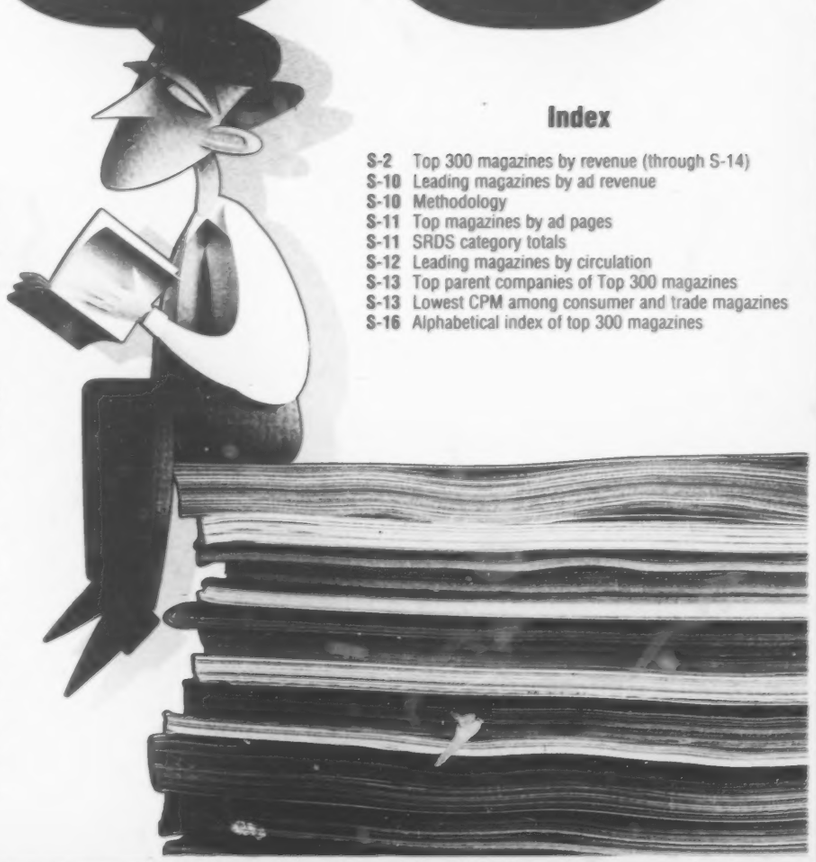
Source: John C. Maxwell Jr.

	1989 Lbs.	1989 $	1990 Lbs.	1990 $
GENERAL FOODS				
Grape-Nuts	2.1%	1.5%	2.5%	2.0%
Pebbles	1.3	1.5	1.6	2.0
Raisin Bran	1.7	1.5	1.5	1.3
Honey Bunches of Oats	0.8	0.9	1.0	1.0
Super Golden Crisps	0.8	0.8	0.8	0.8
Honeycombs	0.7	0.8	0.8	0.9
Alpha-Bits	0.5	0.4	0.8	0.9
Post Fruit & Fiber	0.7	0.6	0.7	0.7
40% Bran Flakes	0.7	0.5	0.5	0.4
Post Toasties	0.5	0.2	0.5	0.2
Oat Flakes	0.5	0.6	0.3	0.3
Others	0.3	0.7	0.1	0.2
Total	**10.6**	**10.0**	**11.1**	**10.7**
QUAKER OATS				
Cap'n Crunch	2.9	2.7	3.1	2.9
Life	1.2	1.1	1.3	1.2
100% Natural	1.0	1.0	1.0	0.9
Quaker Oat Squares	1.0	1.0	0.9	0.8
Oh's	0.9	1.1	0.5	0.6
Crunchy Bran	0.3	0.2	0.3	0.3
Quaker Oat Bran	0.3	0.2	0.2	0.3
Others	0.5	0.6	0.5	0.3
Total	**8.1**	**7.9**	**7.8**	**7.3**
RALSTON PURINA				
Chex	2.9	2.9	3.2	3.2
Almond Delight	0.5	0.5	0.5	0.6
Muesli	0.5	0.5	0.5	0.7
Cookie-Crisp	0.3	0.4	0.4	0.5
Bran News	0.2	0.1	—	—
Others	0.2	0.2	0.2	0.2
Ralston's licensed products				
Teenage Mutant Ninja Turtles	0.4	0.5	0.6	0.6
Batman	0.1	0.2	0.3	0.4
Nintendo	0.4	0.5	0.3	0.3
Barbie	0.1	0.2	0.1	0.2
Ghostbusters	0.2	0.3	—	—
Morning Funnies	0.2	0.2	—	—
Dinersaurs	0.1	0.1	—	—
Subtotal	1.5	2.0	1.2	1.5
Total	**6.1**	**6.6**	**6.1**	**6.7**
NABISCO				
Shredded Wheat	2.8	2.6	2.7	2.5
Fruit Wheats	0.6	0.6	0.4	0.4
Frosted Wheat Squares	0.6	0.6	0.4	0.4
100% Bran	0.5	0.4	0.4	0.3
Breakfast Bears	—	—	0.3	0.3
Others	0.2	0.3	0.2	0.3
Total	**4.7**	**4.5**	**4.4**	**4.2**
ALL OTHERS	7.8	4.9	8.7	5.9
TOTAL	**100.0%**	**100.0%**	**100.0%**	**100.0%**

300

AD AGE

Ranks the nation's largest magazines



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Top books punch out slight gains despite page loss

By R. Craig Endicott

Advertising dropped and newsstand sales fell, but the nation's top magazines still eked out a slight gain in revenues.

The 300 largest magazines saw 1990 gross revenues inch up 3.9% to $17.3 billion, according to *Advertising Age's* second annual Magazine 300 report.

The magazines countered the ad slump and newsstand decline by pushing up subscription fees and page rates; the latter, added to declining circulation, drove up the cost per thousand for advertisers.

The Magazine 300 in 1990 collected 2.1% fewer ad pages and 2.7% fewer dollars from single-copy sales, while subscription revenues advanced 6% and ad revenues grew 4.3%.

In pre-recession 1989, the Magazine 300 turned in robust growth of 7.9%, including an 11.5% growth in ad revenues and 3.7% advance in overall circulation. But, as in 1990, fewer single copies were sold—down 5.5%—yet a higher cost-per-issue kept newsstand reve-

(Continued on Page S-8)

Illustration by Joe Geist

Top 300 magazines by 1990 gross revenues

Rank 1990	Rank 1989	Magazine, headquarters	Total revenues	'89-'90 % chg	Ad revenues	Ad pages	Subscriber revenues	Newsstand revenues	Paid circulation	Parent company	Telephone
1	1	**TV Guide**, Radnor, Pa.	$915.3	(1.4)	$320.3	2,966.02	$326.7	$268.3	15,604,267	News Corp.	(215) 293-8500
2	3	**People**, New York	642.4	5.5	345.8	3,625.78	110.9	185.7	3,208,667	Time Warner	(212) 522-1212
3	2	**Time**, New York	636.1	0.0	381.9	2,727.93	226.5	27.7	4,094,935	Time Warner	(212) 522-1212
4	4	**Sports Illustrated**, New York	551.1	(2.7)	335.7	2,672.38	200.2	15.2	3,220,016	Time Warner	(212) 522-1212
5	5	**Reader's Digest**, New York	436.1	4.0	108.6	1,048.98	306.3	21.1	16,264,547	Reader's Digest Association	(212) 953-0030
6	6	**Newsweek**, New York	402.8	1.2	253.3	2,302.04	124.5	25.1	3,211,958	Washington Post Co.	(212) 350-4312
7	7	**Parade**, New York	355.2	12.9	355.2	740.45	0.0	0.0	35,092,000	Advance Publications	(212) 573-7000
8	8	**Business Week**, New York	283.8	(3.7)	245.9	4,407.02	34.5	3.5	890,094	McGraw-Hill	(212) 512-2000
9	9	**Better Homes & Gardens**, New York	275.5	(0.1)	143.5	1,266.98	119.9	12.1	8,007,222	Meredith Corp.	(212) 557-6600
10	11	**Good Housekeeping**, New York	259.8	6.0	163.2	1,740.35	63.3	33.2	5,152,521	Hearst Corp.	(212) 649-2531
11	12	**U.S. News & World Report**, Washington	256.1	4.6	159.3	2,010.93	88.6	8.1	2,311,534	U.S. News & World Report	(212) 326-5300
12	13	**National Geographic**, Washington	246.9	9.7	35.5	311.73	211.4	0.0	10,189,703	National Geographic Society	(202) 857-7000
13	10	**Family Circle**, New York	240.2	(3.6)	137.3	1,684.85	38.0	65.0	5,431,779	New York Times Co.	(212) 463-1000
14	20	**PC Magazine**, New York	227.5	25.9	189.6	6,856.31	29.5	8.4	786,041	Ziff Communications	(212) 503-5100
15	16	**Ladies' Home Journal**, New York	212.5	3.0	109.4	1,532.25	80.6	22.5	5,001,739	Meredith Corp.	(212) 953-7070
16	19	**Forbes**, New York	207.5	6.1	169.5	3,939.25	33.8	4.3	744,191	Forbes Inc.	(212) 620-2200
17	14	**National Enquirer**, Lantana, Fla.	206.4	(7.0)	43.9	1,172.00	11.5	151.1	3,803,607	G.P. Group	(407) 586-1111
18	17	**Cosmopolitan**, New York	205.1	0.4	129.9	2,156.50	14.0	61.2	2,600,971	Hearst Corp.	(212) 649-3316
19	18	**Fortune**, New York	197.8	(1.8)	161.8	3,360.17	31.9	4.2	673,356	Time Warner	(212) 522-1212
20	15	**Woman's Day**, New York	180.4	(15.3)	99.1	1,408.12	19.8	61.5	4,802,842	Hachette Publications	(212) 767-6000
21	21	**McCall's**, New York	169.6	1.1	73.4	1,010.61	87.1	9.1	5,020,127	New York Times Co.	(212) 463-1000
22	22	**Star Magazine**, Tarrytown, N.Y.	168.5	4.2	19.9	641.99	17.1	131.5	3,431,453	G.P. Group	(407) 586-1111
23	23	**Playboy**, Chicago	166.6	7.8	47.8	720.70	80.1	38.7	3,488,006	Playboy Enterprises	(212) 688-3000
24	25	**Vogue**, New York	147.9	4.1	108.1	2,965.86	13.9	26.0	1,215,767	Advance Publications	(212) 880-8800
25	26	**Glamour**, New York	145.2	2.4	94.9	1,855.21	14.3	36.1	2,156,157	Advance Publications	(212) 880-8800
26	24	**Money**, New York	143.8	0.4	78.3	1,247.32	55.3	10.2	1,915,053	Time Warner	(212) 522-1212
27	29	**Cable Guide**, Horsham, Pa.	135.9	10.4	29.5	336.27	106.4	0.0	8,867,193	TVSM	(212) 683-6116
28	27	**Redbook**, New York	130.9	0.5	75.7	1,205.64	37.9	17.4	3,907,221	Hearst Corp.	(212) 649-3330
29	28	**New York Times Magazine**, New York	128.1	1.0	128.1	3,730.48	0.0	0.0	1,686,974	New York Times Co.	(212) 556-1234
30	34	**USA Weekend**, New York	119.0	14.6	119.0	685.51	0.0	0.0	15,526,893	Gannett Co.	(212) 715-2100
31	33	**Rolling Stone**, New York	118.7	5.0	76.0	1,990.08	23.7	18.9	1,229,280	Straight Arrow Publishers	(212) 758-3800
32	32	**Southern Living**, Birmingham, Ala.	116.6	2.6	63.9	1,252.86	47.8	5.0	2,341,074	Time Warner	(205) 877-6000
33	31	**Penthouse**, New York	115.0	(2.9)	26.5	649.89	11.2	77.3	1,612,574	General Media	(212) 496-6100
34	30	**Life**, New York	112.4	(5.4)	45.9	655.90	41.8	24.7	1,844,482	Time Warner	(212) 522-1212
35	35	**Modern Maturity**, Lakewood, Calif.	105.1	6.3	51.3	227.42	53.8	0.0	22,430,894	American Assoc. of Retired Persons	(213) 496-2277
36	41	**PC Week**, Medford, Mass.	100.4	17.3	100.4	5,345.13	0.0	0.0	0	Ziff Communications	(617) 375-4000
37	42	**Consumer Reports**, Yonkers, N.Y.	98.4	17.0	0.0	0.00	94.2	4.1	4,849,173	Consumers Union of U.S.	(914) 667-9400
38	36	**Golf Digest**, Trumbull, Conn.	95.7	(2.4)	66.7	1,287.91	24.3	4.8	1,357,433	New York Times Co.	(203) 373-7000
39	37	**Parents**, New York	95.0	(0.9)	59.6	1,487.01	31.7	3.7	1,743,424	Gruner & Jahr Publications	(212) 878-8700
40	39	**Elle**, New York	92.3	4.2	67.7	2,297.51	11.0	13.6	836,556	Hachette Publications	(212) 767-6044
41	40	**Travel & Leisure**, New York	92.2	6.2	58.6	1,419.86	33.1	0.6	1,117,412	American Express Co.	(212) 382-5600
42	44	**Woman's World**, Englewood Cliffs, N.J.	88.8	11.7	2.7	175.00	0.0	86.1	1,505,312	Bauer Publishing Co.	(212) 953-3344
43	38	**Smithsonian**, Washington	85.9	(5.3)	41.0	947.30	44.4	0.5	2,234,706	Smithsonian Institution	(202) 786-2900
44	50	**Computerworld**, Framingham, Mass.	82.6	11.2	76.1	3,967.73	6.5	0.0	135,755	International Data Group	(800) 343-6474
45	48	**The New Yorker**, New York	82.4	9.0	61.2	2,456.31	18.8	2.3	613,747	Advance Publications	(212) 840-3800
46	43	**Country Living**, New York	81.9	1.8	44.4	1,111.29	18.9	18.6	1,803,867	Hearst Corp.	(212) 649-3132
47	45	**Mademoiselle**, New York	76.8	0.1	49.0	1,494.93	7.5	20.3	1,178,116	Advance Publications	(212) 880-8800
48	51	**Architectural Digest**, Los Angeles	75.7	3.9	48.2	1,820.97	20.7	6.8	631,718	Knapp Communications Corp.	(213) 965-3700
49	53	**Sunset**, Menlo Park, Calif.	75.0	3.4	45.9	1,404.13	26.4	2.7	1,409,587	Time Warner	(415) 321-3600
50	47	**Soap Opera Digest**, New York	74.9	(1.8)	6.5	413.64	16.0	52.5	1,447,041	K-III Holdings	(212) 645-2100
51	46	**Car & Driver**, New York	72.1	(5.7)	49.7	1,283.36	14.9	7.5	959,395	Hachette Publications	(212) 767-6095
52	54	**Prevention**, Emmaus, Pa.	70.1	(2.7)	19.2	545.73	42.6	8.2	3,022,108	Rodale Press	(215) 967-5171
53	55	**Seventeen**, New York	68.841	(1.9)	37.2	1,206.21	21.0	10.6	1,772,362	K-III Holdings	(212) 759-8100
54	57	**Ebony**, Chicago	68.840	0.1	37.7	1,065.35	24.7	6.5	1,810,668	Johnson Publishing Co.	(312) 322-9200
55	52	**Field & Stream**, New York	68.3	(6.2)	35.7	800.03	30.7	2.0	2,016,298	Times Mirror Co.	(212) 779-5000
56	56	**GQ**, New York	67.7	(3.2)	49.6	2,030.58	6.1	12.0	637,953	Advance Publications	(212) 880-8800
57	60	**Self**, New York	67.5	3.1	46.8	1,255.52	9.1	11.6	1,100,897	Advance Publications	(212) 880-8800
58	66	**Vanity Fair**, New York	66.0	19.0	49.9	1,472.54	7.6	8.5	789,820	Advance Publications	(212) 880-8800
59	59	**Bride's**, New York	65.2	(0.7)	56.2	3,172.57	1.0	8.0	323,818	Advance Publications	(212) 880-8800
60	61	**Inc.**, Boston	64.6	2.8	48.1	1,170.59	14.8	1.8	640,776	Goldhirsh Group	(617) 227-4700
61	58	**New York Magazine**, New York	63.2	(4.2)	43.4	2,657.54	15.5	4.2	436,110	K-III Holdings	(212) 880-0700
62	72	**Golf Magazine**, New York	61.0	12.6	37.6	1,091.80	19.5	4.0	1,088,999	Times Mirror Co.	(212) 779-5000
63	49	**US**, New York	59.6	(19.9)	20.8	700.68	22.4	16.4	1,326,410	Straight Arrow Publishers	(212) 484-1616
64	93	**Computer Shopper**, New York	59.5	33.3	48.4	7,008.26	4.1	6.9	333,233	Coastal Associates	(212) 503-3800
65	63	**BYTE**, Peterborough, N.H.	59.0	2.8	43.0	3,156.00	10.5	5.5	482,456	McGraw-Hill	(603) 924-9281
66	74	**PC World**, San Francisco	58.8	10.8	41.0	2,181.65	14.3	3.6	576,442	International Data Group	(415) 243-0500
67	64	**Bon Appetit**, Los Angeles	58.7	3.6	32.2	1,045.03	23.3	3.3	1,397,559	Knapp Communications Corp.	(212) 687-1255
68	62	**Sporting News**, St. Louis	58.3	(3.4)	9.5	521.34	44.2	4.6	694,434	Times Mirror Co.	(212) 779-5000
69	73	**Jet**, Chicago	57.2	6.8	18.0	1,058.91	29.4	9.7	968,545	Johnson Publishing Co.	(312) 322-9200
70	65	**Highlights for Children**, Columbus, Ohio	55.9	0.0	0.0	0.00	55.9	0.0	2,800,000	Highlights for Children	(614) 486-0631
71	69	**1,001 Home Ideas**, New York	55.5	2.2	18.9	668.38	35.6	1.1	1,662,102	Family Media	(212) 779-6200
72	75	**Motor Trend**, Los Angeles	55.4	4.7	34.3	940.77	13.6	7.5	892,930	Petersen Publishing Co.	(213) 854-2113
73	70	**Popular Mechanics**, New York	54.6	0.5	26.3	833.24	22.0	6.3	1,651,064	Hearst Corp.	(212) 649-3076
74	76	**Harper's Bazaar**, New York	54.0	2.5	37.4	1,426.01	7.7	8.8	749,006	Hearst Corp.	(212) 903-5000
75	80	**Barron's**, New York	53.6	4.5	26.1	1,805.00	12.4	15.0	241,319	Dow Jones & Co.	(212) 808-7200

Notes: Dollars are in millions. All revenue figures are gross and represent AA estimates. See Page S-10 for sources and methodology. *Majority controlled-circulation publication

AA chart: Kevin Kraus

Top 300 magazines by 1990 gross revenues

Rank 1990	Rank 1989	Magazine, headquarters	Total revenues	'89-'90 % chg	Ad revenues	Ad pages	Subscriber revenues	Newsstand revenues	Paid circulation	Parent company	Telephone
76	68	**Travel Weekly**, Secaucus, N.J.	53.357	(2.5)	52.6	4,866.42	0.7	0.0	46,607	Reed International	(201) 902-2000
77	87	**Gourmet**, New York	52.746	10.9	35.3	1,332.83	14.3	3.2	899,549	Advance Publications	(212) 371-1330
78	79	**Esquire**, New York	52.463	2.0	39.4	1,240.71	9.7	3.3	720,149	Hearst Corp.	(212) 459-0600
79	67	**Road & Track**, Newport Beach, Calif.	51.850	(5.7)	34.6	1,142.20	10.7	6.5	721,568	Hachette Publications	(714) 720-5300
80	78	**First for Women**, Englewood Cliffs, N.J.	51.350	(1.1)	11.6	390.00	0.0	39.7	2,649,810	Bauer Publishing Co.	(212) 953-3344
81	88	**Town & Country**, New York	50.935	7.3	39.2	1,605.86	9.2	2.5	453,174	Hearst Corp.	(212) 903-5000
82	82	**New Y**oman**, New York	50.766	0.8	22.4	915.08	11.4	16.9	1,340,540	K-III Holdings	(212) 685-4790
83	90	**Endless Vacation**, Indianapolis	50.530	8.6	3.4	250.21	47.1	0.0	798,531	Endless Vacation Publications	(317) 871-9555
84	81	**Metropolitan Home**, Des Moines	49.840	(2.4)	35.2	1,087.97	12.0	2.6	675,571	Meredith Corp.	(515) 284-3000
85	71	**Popular Science**, New York	49.749	(8.2)	22.5	763.07	22.4	4.8	1,807,540	Times Mirror Co.	(212) 779-5070
86	99	**Macworld**, San Francisco	49.748	23.2	40.7	2,710.97	5.9	3.2	313,936	International Data Group	(415) 243-0505
87	77	**Globe**, Boca Raton, Fla.	49.325	(5.0)	1.0	79.77	1.1	47.2	1,200,484	Globe Communications Corp.	(407) 997-7733
88	91	**Modern Bride**, New York	49.293	6.5	41.1	2,576.13	0.6	7.5	306,387	Reed International	(212) 779-1999
89	85	**Working Woman**, New York	48.983	(0.1)	32.1	1,004.21	15.2	1.7	900,700	Lang Communications	(212) 551-9500
90	83	**Muscle & Fitness**, Woodland Hills, Calif.	48.976	(2.4)	21.8	1,272.44	4.4	22.7	605,957	Weider Publications	(212) 251-0640
91	89	**HFD-The Weekly Home Furnishings**, New York	48.356	1.9	47.6	4,308.00	0.8	0.0	25,819	Capital Cities/ABC	(212) 630-4000
92	103	**MacUser**, Foster City, Calif.	48.171	23.0	39.3	2,594.85	6.8	2.1	311,253	Ziff Communications	(415) 378-5600
93	94	**House Beautiful**, New York	47.904	8.3	27.2	744.59	13.5	7.2	985,129	Hearst Corp.	(212) 903-5100
94	84	**Outdoor Life**, New York	47.650	(4.2)	25.7	810.16	19.8	2.2	1,512,464	Times Mirror Co.	(212) 779-5070
95	NA	**Entertainment Weekly**, New York	45.741	NA	19.5	905.76	22.1	4.1	NA	Time Warner	(212) 522-8470
96	106	**Journal of the AMA**, Chicago	44.721	18.6	22.3	3,837.39	22.4	0.0	283,912	American Medical Association	(312) 464-3455
97	105	**Popular Photography**, New York	44.448	17.5	32.1	1,296.00	10.0	2.4	911,117	Hachette Publications	(212) 767-6000
98	118	**Financial World**, New York	44.328	36.3	24.5	973.83	19.5	0.3	504,020	Financial World Partners	(212) 594-5030
99	92	**Electronic Engineering Times**, Manhasset, N.Y.*	44.093	(3.0)	44.1	4,620.66	0.0	0.0	0	CMP Publications	(516) 562-5000
100	113	**Economist**, New York	43.458	23.2	23.1	2,643.82	17.7	2.6	198,339	Economist Newspapers N.A.	(212) 541-5730
101	100	**HG-House & Garden**, New York	43.431	7.7	26.5	1,079.05	13.1	3.8	624,239	Advance Publications	(212) 880-8800
102	86	**Omni**, New York	43.366	(10.8)	20.1	654.98	16.0	7.2	838,420	General Media	(212) 496-6100
103	132	**PC Computing**, Foster City, Calif.	43.162	49.8	27.4	1,952.92	13.1	2.7	598,229	Ziff Communications	(415) 578-7000
104	96	**EDN**, Newton, Mass.*	42.813	0.6	42.8	5,618.00	0.0	0.0	0	Reed International	(617) 964-3030
105	98	**Restaurants & Institutions**, Des Plaines, Ill.*	42.690	4.6	42.7	3,766.87	0.0	0.0	0	Reed International	(708) 635-8800
106	108	**Essence**, New York	42.548	13.4	22.1	881.13	15.3	5.1	850,607	Essence Communication	(212) 642-0600
107	102	**Discover**, New York	42.133	6.5	10.4	424.44	25.7	6.0	1,121,855	Family Media	(212) 779-6200
108	114	**Conde Nast Traveler**, New York	41.879	19.8	30.5	1,101.34	10.4	0.9	727,135	Advance Publications	(212) 880-8800
109	117	**InfoWorld**, Menlo Park, Calif.*	41.284	21.2	39.7	3,593.00	1.6	0.0	18,099	International Data Group	(415) 328-4602
110	95	**Hot Rod**, Los Angeles	40.432	(8.6)	19.4	808.45	12.9	8.1	876,938	Petersen Publishing Co.	(213) 854-2133
111	130	**CRN/Computer Reseller News**, Manhasset, N.Y.*	40.000	37.9	40.0	6,410.65	0.0	0.0	0	CMP Publications	(516) 562-5719
112	104	**W**, New York	39.517	1.4	31.1	1,352.99	7.4	1.0	259,966	Capital Cities/ABC	(212) 630-4900
113	97	**Stereo Re**iew**, New York	38.212	(7.3)	29.9	906.39	6.9	1.4	540,605	Hachette Publications	(212) 767-6000
114	133	**Tennis**, Tr**mbull, Conn.	38.061	34.1	23.9	713.01	12.9	1.3	772,190	New York Times Co.	(203) 373-7000
115	101	**Kiplinger's Personal Finance Magazine**, New York	37.821	(5.1)	16.9	637.73	20.0	0.9	1,139,738	Kiplinger Washington Editors	(212) 398-6320
116	111	**New England Journal of Medicine**, Boston	37.229	4.2	22.2	4,750.00	15.0	0.0	221,187	New England Journal of Medicine	(617) 893-3800
117	110	**Food & Wine**, New York	37.207	0.5	17.4	711.95	18.8	1.1	818,165	American Express Co.	(212) 382-5600
118	115	**National Examiner**, Montreal, Canada	35.569	1.9	0.4	49.39	0.4	34.8	805,307	Globe Communications Corp.	(407) 997-7733
119	112	**Advertising Age**, Chicago	35.121	(1.5)	28.4	2,551.10	6.3	0.4	90,033	Crain Communications	(312) 649-5358
120	116	**HOME**, New York	34.961	1.2	17.4	632.63	15.0	2.6	942,159	Hachette Magazines	(212) 767-6000
121	107	**Guideposts**, Carmel, N.Y.	34.961	(7.1)	0.0	0.00	35.0	0.0	3,901,285	Guideposts Associates	(800) 431-2344
122	109	**Aviation Week & Space Technology**, New York	34.674	(7.0)	25.1	2,363.79	9.6	0.0	141,259	McGraw-Hill	(212) 512-4360
123	124	**Scientific American**, New York	34.279	11.7	13.9	536.56	13.3	7.1	641,418	Scientific American	(212) 754-0550
124	123	**Teen**, Los Angeles	32.821	6.4	11.8	606.00	13.8	7.2	1,175,037	Petersen Publishing Co.	(213) 854-2133
125	131	**Yankee**, Dublin, N.H.	32.398	12.0	12.2	798.79	18.9	1.2	1,000,784	Yankee Publications	(603) 563-8111
126	119	**Country Home**, Des Moines	31.985	(1.3)	13.8	360.44	13.4	4.8	1,029,342	Meredith Corp.	(212) 551-7171
127	157	**Billboard**, New York	30.459	28.5	20.7	2,500.00	5.9	3.8	48,062	Affiliated Publications	(212) 536-5290
128	143	**Chicago Tribune Magazine**, Chicago	30.069	18.9	30.1	1,466.80	0.0	0.0	1,132,404	Tribune Co.	(312) 222-3244
129	137	**Professional Builder & Remodeler**, Des Plaines, Ill.*	30.051	12.8	30.1	2,497.00	0.0	0.0	0	Reed International	(708) 635-8800
130	180	**Automobile**, New York	29.993	48.3	19.8	790.30	7.0	3.2	477,933	K-III Holdings	(212) 407-9737
131	177	**YM**, New York	29.901	44.5	11.3	557.00	13.8	4.8	1,008,522	Gruner & Jahr Publications	(212) 878-8700
132	135	**Family Handyman**, Minneapolis	29.218	4.1	10.1	385.50	17.7	1.4	1,331,696	Reader's Digest Association	(612) 854-3000
133	125	**Home Mechanix**, New York	29.148	(3.4)	11.9	556.50	16.3	1.0	1,215,178	Times Mirror Co.	(212) 779-5070
134	142	**Builder**, Washington	28.946	13.7	24.8	2,205.90	4.2	0.0	214,061	Hanley-Wood Publications	(202) 737-0717
135	122	**Institutional Investor**, New York*	28.945	(6.2)	24.2	1,306.92	4.7	0.0	22,389	Institutional Investor	(212) 303-3300
136	126	**Design News**, Newton, Mass.*	28.922	(2.8)	28.9	3,643.00	0.0	0.0	0	Reed International	(617) 964-3030
137	134	**Sport**, Los Angeles	28.650	1.9	9.8	403.17	14.0	4.9	925,984	Petersen Publishing Co.	(213) 854-2133
138	121	**Nation's Business**, Washington	28.605	(10.1)	9.7	309.17	18.9	0.1	860,120	Chamber of Commerce of the U.S.A.	(202) 463-5650
139	164	**Victoria**, New York	28.227	28.4	12.2	600.22	9.2	6.8	805,983	Hearst Corp.	(212) 649-3700
140	159	**Communications Week**, Manhasset, N.Y.*	27.908	19.0	27.9	2,153.43	0.0	0.0	0	CMP Publications	(516) 562-5000
141	165	**Entrepreneur**, Irvine, Calif.	27.603	26.4	19.7	2,004.44	4.8	3.2	326,207	Entrepreneur Group	(714) 261-2325
142	144	**American Banker**, New York	27.412	8.7	14.7	2,097.12	12.8	0.0	20,084	Thomson Corp.	(212) 948-5280
143	233	**Mirabella**, New York	27.176	80.8	16.5	1,088.28	5.2	5.5	370,881	News Corp.	(212) 447-4600
144	148	**Nature**, New York	26.743	7.6	12.8	2,978.37	14.0	0.0	49,969	Macmillans UK	(212) 477-9600
145	145	**Working Mother**, New York	26.559	5.5	17.7	752.82	8.4	0.4	666,272	Lang Communications	(212) 551-9500
146	195	**Datamation**, Newton, Mass.*	26.538	41.6	26.3	1,870.26	0.3	0.0	3,682	Reed International	(617) 964-3030
147	120	**Health**, New York	26.456	(17.9)	7.1	379.40	19.3	0.0	878,994	Family Media	(212) 779-6200
148	139	**Shape**, Woodland Hills, Calif.	26.424	0.6	11.4	645.17	4.4	10.6	661,521	Weider Publications	(212) 251-0640
149	127	**Los Angeles Times Magazine**, Los Angeles	26.393	(11.0)	26.4	1,074.25	0.0	0.0	1,518,000	Times Mirror Co.	(213) 237-5000
150	162	**AutoWeek**, Detroit	26.339	16.6	18.6	1,862.80	7.3	0.4	265,533	Crain Communications	(313) 446-6000

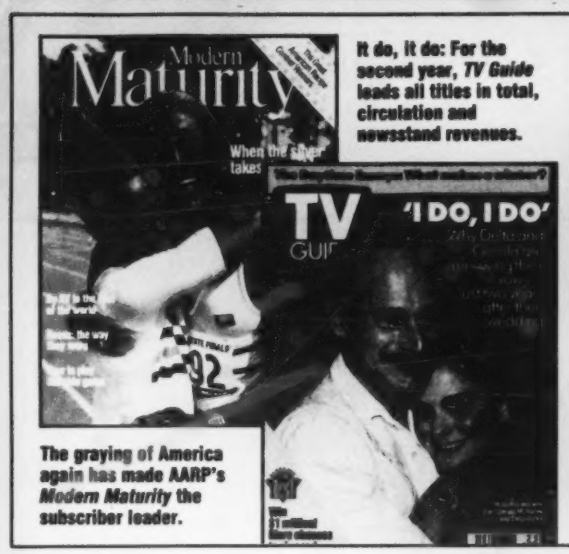
Notes: Dollars are in millions. All revenue figures are gross and represent AA estimates. See Page S-10 for sources and methodology. *Majority controlled-circulation publication

Top 300 magazines by 1990 gross revenues

Rank 1990	Rank 1989	Magazine, headquarters	Total revenues	'89-'90 % chg	Ad revenues	Ad pages	Subscriber revenues	Newsstand revenues	Paid circulation	Parent company	Telephone
151	158	**Sesame Street Magazine**, New York	26.069	10.9	8.6	269.39	17.5	0.0	1,249,565	Children's Television Workshop	(212) 595-3456
152	170	**Premiere**, New York	25.765	21.9	15.0	819.94	5.6	5.2	470,915	K-III Holdings	(212) 725-3437
153	138	**Organic Gardening**, Emmaus, Pa.	25.649	(2.8)	6.9	384.58	18.4	0.4	1,034,842	Rodale Press	(215) 967-5171
154	151	**Science**, Washington	25.548	5.4	13.1	2,000.64	12.4	0.0	153,454	Amer. Assn. for the Adv. of Science	(202) 326-6535
155	150	**Weight Watchers**, New York	25.528	3.9	8.5	423.60	14.8	2.2	1,020,248	Weight Watchers Twentyfirst Corp.	(212) 370-0644
156	194	**Parenting**, San Francisco	25.229	33.3	14.9	837.71	9.1	1.2	555,180	Time Warner	(415) 546-7575
157	172	**Nursing '90**, Springhouse, Pa.	24.941	18.7	10.3	920.15	14.6	0.0	456,657	Elsevier Business Press	(215) 646-8700
158	146	**ABA Journal**, Chicago	24.825	(1.1)	6.4	561.00	18.4	0.0	383,076	American Bar Association	(312) 988-6003
159	160	**Lear's**, New York	24.776	7.3	10.9	632.77	12.3	1.7	453,557	Lear Publishing	(212) 888-0007
160	141	**Ski**, New York	24.642	(3.3)	18.9	989.87	4.5	1.2	454,957	Times Mirror Co.	(212) 779-5070
161	175	**American Way**, Fort Worth, Texas*	24.634	18.9	24.6	1,780.00	0.0	0.0	0	AA Publications	(817) 967-1804
162	140	**ENR**, New York	24.489	(5.3)	19.7	3,022.43	4.8	0.0	103,004	McGraw-Hill	(212) 512-2500
163	176	**Tour & Travel News**, Manhasset, N.Y.*	24.094	16.3	24.1	3,498.78	0.0	0.0	0	CMP Publications	(516) 562-5000
164	178	**InformationWeek**, Manhasset, N.Y.*	23.819	15.9	23.7	1,814.95	0.1	0.0	1,231	CMP Publications	(516) 562-5000
165	149	**Adweek network**, New York	23.742	(4.4)	18.1	1,388.00	5.3	0.4	73,296	Affiliated Publications	(212) 529-5500
166	147	**Nation's Restaurant News**, New York	23.612	(5.1)	21.1	2,521.83	2.6	0.0	86,801	Lebhar-Friedman Publications	(212) 371-9400
167	153	**Skiing**, New York	23.467	(2.2)	18.0	923.87	4.3	1.2	443,003	Times Mirror Co.	(212) 779-5070
168	211	**Inside Sports**, Evanston, Ill.	23.179	32.3	6.2	482.14	10.3	6.6	656,971	Century Publishing Co.	(708) 491-6440
169	174	**Sports Afield**, New York	22.876	9.7	15.8	794.70	5.3	1.8	522,308	Hearst Corp.	(212) 649-4300
170	200	**MacWeek**, San Francisco*	22.768	23.6	22.8	2,743.05	0.0	0.0	0	Coastal Associates	(415) 243-3500
171	166	**Guns & Ammo**, Los Angeles	22.600	3.9	8.6	587.60	8.7	5.3	584,316	Petersen Publishing Co.	(213) 854-2133
172	181	**Video**, New York	22.502	11.7	13.8	847.60	7.2	1.5	450,285	Reese Communications	(212) 947-6500
173	179	**European Travel & Life**, New York	22.466	10.4	13.0	548.11	8.2	1.3	385,587	K-III Holdings	(212) 949-3500
174	184	**Bicycling**, Emmaus, Pa.	22.200	13.0	14.4	1,029.26	5.0	2.8	375,490	Rodale Press	(215) 967-5171
175	207	**Network World**, Framingham, Mass.*	22.139	25.5	22.1	1,853.71	0.0	0.0	0	International Data Group	(508) 875-6400
176	169	**Electronic Buyers' News**, Manhasset, N.Y.*	21.685	2.4	21.7	2,705.61	0.0	0.0	0	CMP Publications	(516) 562-5000
177	183	**Runner's World**, Emmaus, Pa.	21.681	8.0	10.2	503.61	9.1	2.4	447,600	Rodale Press	(215) 967-5171
178	185	**Texas Monthly**, Austin	21.672	11.6	15.8	1,344.52	4.9	1.0	305,742	Mediatex Communication Corp.	(512) 320-6900
179	156	**Frequent Flyer Magazine**, New York	21.666	(9.1)	6.1	481.00	15.6	0.0	329,906	Maxwell Communications	(212) 237-3000
180	163	**Delta Sky**, North Miami, Fla.*	21.587	(2.8)	21.6	849.76	0.0	0.0	0	Halsey Publishing Co.	(305) 893-1520
181	171	**Boys' Life**, Irving, Texas	21.327	1.2	3.4	212.14	17.9	0.0	1,357,659	Boy Scouts of America	(214) 580-2352
182	206	**Supermarket News**, New York	21.143	19.2	20.2	1,508.42	1.0	0.0	53,347	Capital Cities/ABC	(212) 743-4750
183	192	**Chronicle of Higher Education**, Washington	21.131	10.6	15.6	3,442.00	5.6	0.0	88,598	Chronicle of Higher Education	(202) 466-1000
184	193	**Restaurant Business**, New York*	21.057	10.9	21.1	2,349.91	0.0	0.0	0	Bill Communications	(212) 986-4800
185	155	**Machine Design**, Cleveland*	21.024	(12.1)	21.0	2,639.95	0.0	0.0	0	Pittway Corp.	(216) 696-7000
186	221	**Harvard Business Review**, Boston	20.942	27.9	5.5	397.18	15.1	0.4	205,764	Harvard Grad. School of Bus. Admin.	(617) 495-6182
187	128	**True Story**, New York	20.752	(29.3)	8.6	627.68	8.4	3.7	770,103	Macfadden Holdings	(212) 979-4800
188	186	**Meetings & Conventions**, Secaucus, N.J.*	20.470	5.9	20.5	1,749.93	0.0	0.0	0	Reed International	(201) 902-1500
189	257	**Insight**, Washington	20.455	48.6	2.4	0.00	18.1	0.0	463,087	Washington Times Corp.	(212) 636-8800
190	152	**Playgirl**, New York	20.441	(15.6)	1.8	514.29	6.1	12.6	425,000	Drake Publishers	(212) 986-5100
191	173	**Bassmaster**, Montgomery, Ala.	20.410	(2.4)	12.5	623.41	7.6	0.3	518,759	B.A.S.S. Publications	(205) 272-9530
192	196	**American Baby**, New York*	20.280	8.5	18.1	779.00	2.2	0.0	185,568	Reed International	(212) 689-3600
193	129	**American Health**, New York	20.248	(30.3)	8.0	409.79	11.3	1.0	806,172	Reader's Digest Association	(212) 366-8900
194	202	**Flying**, New York	20.233	10.9	12.2	699.26	5.8	2.2	327,890	Hachette Publications	(212) 767-6953
195	201	**Satellite Orbit**, Vienna, Va.	20.172	9.6	1.7	261.78	8.8	9.7	346,557	CommTek Communications	(703) 827-0511
196	167	**Connoisseur**, New York	20.131	(7.4)	13.3	776.29	6.2	0.6	329,008	Hearst Corp.	(212) 492-1300
197	161	**Boating**, New York	20.037	(11.6)	14.9	1,374.10	3.6	1.5	186,176	Hachette Publications	(212) 767-5525
198	154	**Washington Post Magazine**, Washington	20.025	(16.4)	20.0	1,275.50	0.0	0.0	1,149,856	Washington Post Co.	(202) 334-6160
199	168	**Automotive News**, Detroit	19.859	(6.4)	15.0	2,140.00	4.8	0.0	79,180	Crain Communications	(313) 446-6000
200	227	**OnSat**, Shelby, N.C.	19.734	26.9	2.0	462.00	15.4	2.3	346,682	Triple D Publishing	(704) 482-9673
201	213	**Atlantic**, Boston	19.733	13.8	12.0	702.20	6.3	1.4	471,977	Mortimer Zuckerman	(617) 536-9500
202	182	**Car Craft**, Los Angeles	19.533	(3.0)	9.7	840.00	5.0	4.8	426,610	Petersen Publishing Co.	(213) 854-2133
203	218	**Hemmings Motor News**, Bennington, Vt.	19.437	14.9	10.5	NA	5.8	3.1	295,373	Watering Inc.	(802) 442-3101
204	215	**Skin Diver**, Los Angeles	18.516	8.1	13.5	1,450.92	3.5	1.5	218,473	Petersen Publishing Co.	(212) 854-2133
205	191	**Farm Journal**, Philadelphia	18.502	(3.4)	12.9	503.00	5.6	0.0	464,615	Farm Journal Inc.	(215) 829-4700
206	263	**Cooking Light**, Birmingham, Ala.	18.447	38.7	7.0	382.80	10.0	1.5	924,499	Time Warner	(205) 877-6000
207	197	**Homeowner**, New York	18.332	(1.9)	4.0	271.67	14.0	0.3	795,012	Family Media	(212) 779-6200
208	250	**Plant Engineering**, Des Plaines, Ill.*	18.304	30.4	18.3	2,470.00	0.0	0.0	0	Reed International	(708) 635-8800
209	253	**Country**, Greendale, Wis.	18.252	31.2	0.0	0.00	17.9	0.4	1,316,500	Reiman Publications	(414) 423-0100
210	231	**Practical Homeowner**, New York	18.169	20.3	6.9	418.14	11.0	0.3	750,068	Capital Cities/ABC	(212) 887-1856
211	205	**Natural History**, New York	18.103	1.3	6.6	480.92	11.3	0.2	520,669	Amer. Museum of Natural History	(212) 769-5500
212	225	**Army Times**, Springfield, Va.	18.082	14.5	10.7	1,879.40	5.2	2.2	128,974	Army Times Publishing Co.	(703) 750-2000
213	238	**TravelAge magazines**, San Francisco*	18.000	22.4	18.0	4,286.00	0.0	0.0	0	Maxwell Communications	(212) 237-3050
214	316	**Decorating Remodeling**, New York	17.895	69.9	10.0	427.23	4.5	3.4	666,286	New York Times Co.	(212) 463-1572
215	220	**National Geographic Traveler**, Washington	17.866	7.2	4.9	260.51	12.9	0.0	707,110	National Geographic Society	(202) 857-7000
216	216	**4-Wheel**, Los Angeles	17.758	4.4	9.0	1,016.70	4.4	4.3	342,545	Petersen Publishing Co.	(213) 854-2133
217	209	**Travelhost**, Dallas*	17.736	0.8	17.7	NA	0.0	0.0	0	Travelhost Inc.	(214) 691-1163
218	187	**Boston Globe Magazine**, Boston	17.653	(8.6)	17.7	1,881.00	0.0	0.0	798,298	Affiliated Publications	(617) 929-2000
219	136	**Medical Economics**, Montvale, N.J.	17.645	(35.9)	15.9	2,587.00	1.7	0.0	20,558	Thomson Corp.	(201) 358-7200
220	237	**Midwest Living**, Des Moines	17.537	19.2	7.9	411.96	8.2	1.4	624,959	Meredith Corp.	(515) 284-3000
221	189	**Electronic Design**, Hasbouck Hts., N.J.*	17.352	(9.8)	17.4	2,534.79	0.0	0.0	0	Pittway Corp.	(216) 696-7000
222	199	**Industry Week**, Cleveland	17.307	(6.4)	17.2	1,043.00	0.1	0.0	1,302	Pittway Corp.	(216) 696-7000
223	198	**Digital Review**, Boston*	17.289	(7.1)	17.3	1,694.81	0.0	0.0	0	Reed International	(617) 864-7030
224	204	**Chemical & Engineering News**, Westport, Conn.	17.246	(3.7)	9.4	1,365.00	7.9	0.0	131,428	American Chemical Society	(203) 667-9353
225	203	**United's Vis 'A Vis**, New York*	17.214	(5.5)	17.2	872.50	0.0	0.0	0	East/West Network	(212) 888-5900

Notes: Dollars are in millions. All revenue figures are gross and represent AA estimates. See Page S-10 for sources and methodology. *Majority controlled-circulation publication

(Continued on Page S-14)

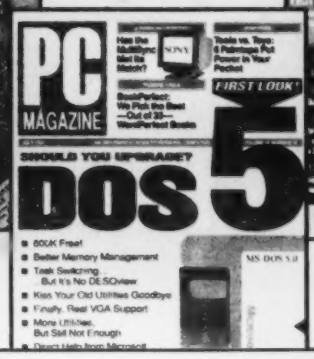


It do, it do: For the second year, *TV Guide* leads all titles in total, circulation and newsstand revenues.

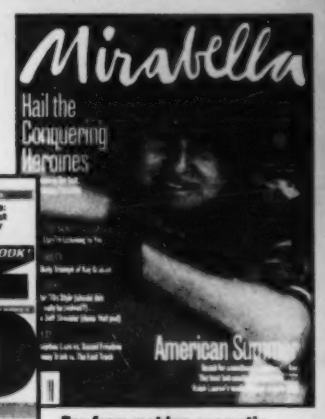
The graying of America again has made AARP's *Modern Maturity* the subscriber leader.

A real-estate recession? Hard to believe when *Real Estate Today* tops trade subscribers.

Plugged into a good thing: *Cable Guide* bumps page rates more than any consumer title.



***PC* may have its clones, but none come close to its lead among all trade books in total, ad and circulation, revenues, ad pages—and page rates.**



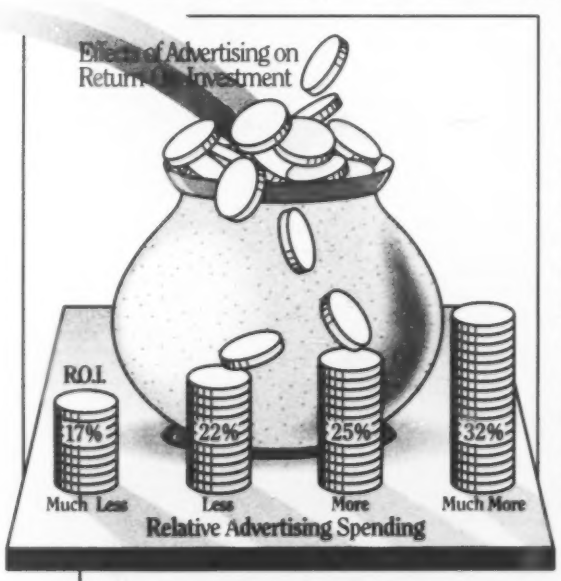
Far from making cosmetic moves, *Mirabella* raised its b&w page rate more than any women's magazine.

THE R.O.I. ON ADVERTISING IS NOW A HARD NUMBER. AND YOUR COMPETITORS MAY ALREADY HAVE IT.

What is the real impact of advertising on profitability? If you spend less, how much do you hurt your brand? If you spend more, is there any real gain?

Now some hard answers to these perennial questions have come from a comprehensive study* conducted by The Strategic Planning Institute with the Ogilvy Center for Research and Development.

For more than 15 years, the Institute's Profit Impact of Market Strategy (PIMS) study tracked 700 consumer businesses through good and bad economic cycles, in both North America and Europe.



Using this substantial data base, researchers were able to determine the extent to which the level of advertising influences the "perceived value" of a product, and how this perception affects both the relative market share and the relative market price of the product.

Measuring these factors against what really happened in the marketplace, scientists were then able to quantify the direct impact of different advertising strategies on profitability and growth.

Their finding: "Brands that advertise much more than their competitors average a 32 percent return-on-investment, while brands that advertise much less than their competitors average only a 17 percent return-on-investment."

In other words, it not only pays to advertise – it pays more to advertise more.

And it proves that, even today, there is still no better way to build a consumer perception of added value than through the use of advertising.

For more information, write to The Committee on the Value of Advertising, Department A, American Association of Advertising Agencies, 666 Third Avenue, New York, New York 10017.

We'll send you a booklet that will lead you to one, and only one, conclusion. When it comes to determining your advertising budget, there truly is "strength in numbers."

AAAA

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Magazines

(Continued from Page S-1)

nues from falling.

This year's report, which ranks the 300 magazines with the highest revenues from advertising and circulation, includes 217 consumer magazines and 83 business publications.

Entries to the chart fell between hands-down winner *TV Guide*, at $915.3 million in gross revenues, and No. 300 *Audubon*, at $12.1 million. *(See methodology on Page S-10 for selection criteria.)*

TV Guide's figure, though imposing, nevertheless represents the third consecutive year the News Corp. publication has failed to show a gain. Most of its decline in revenue in 1990 can be traced to a 4.8% drop in single-copy sales.

Time Warner led parent companies of the Magazine 300 with gross revenues of $2.6 billion, up 2.9%, from its 13 ranked publications. Its total ad pages slipped 0.7% but ad revenues grew 2.7% because of an 8.5% average growth in ad rates (one-time b&w); subscriber revenues expanded by 2.8%; newsstand revenues grew 4% although average single-copy sales dropped 7.2%.

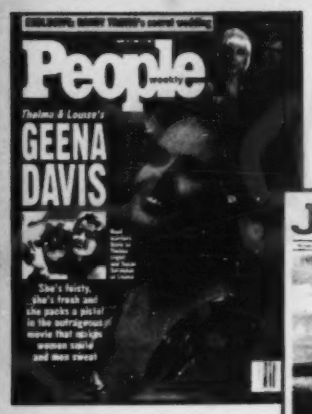
The major change in ranking among the Top 10 involved an in-house scrimmage at Time Warner in which *People* overtook last year's No. 2 *Time*. *People's* revenue growth of 5.5% only was surpassed in the Top 10 by No. 7 *Parade* at 12.9% and No. 10 *Good Housekeeping* at 6%.

While *Time* showed no growth at $636.1 million, sister publication, No. 4 *Sports Illustrated*, registered a decline of 2.7% to $551.1 million after charting 7.5% growth in revenues in the prior year. *Time's* newsweekly rival, No. 6 *Newsweek*, grew 1.2% to $402.8 million.

Two other magazines in this year's Top 10 experienced revenue declines: No. 8 *Business Week* at $283.8 million, down 3.7%, and No. 9 *Better Homes & Gardens* at $275.5 million, down 0.1%.

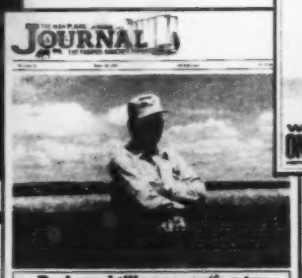
BH&G appears vulnerable to hard-charging *Good Housekeeping*, which rose a notch to No. 10 on the basis of a 6% growth in revenues to $259.8 million. Total ad pages declined 11.3% at the pricier *BH&G*, while ad pages rose 2.2% at *GH*.

Fellow Seven Sister publication *Family Circle*, No. 18, was the only magazine to tumble from the 1989 Top 10. Its revenues declined 3.6% to $240.2 million. *FC* is seeking this year to plug the revenue drain by charging $4


People
weekly
Thelma & Louise's
GEENA DAVIS
She's feisty, she's fresh and she packs a pistol in the outrageous movie that delights women sated and men sweat

Sibling rivalry hits Time Warner as *People* passes *Time* to become the No. 2 magazine behind *TV Guide*.

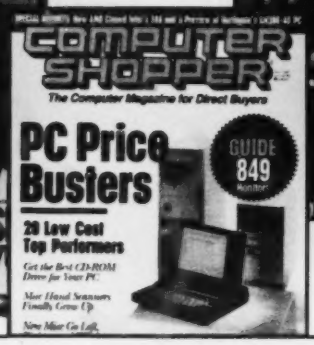
High road to readers: *High Plains Journal's* CPM tops all consumer books at $98.56; *Hemmings Motor News* scores the lowest CPM at $3.38.



***Parade's* 1990 b&w page rate hit $341,800—tops in the business—yet its CPM was one of the lowest. Its 12.9% growth also was best among the Top 10 magazines.**

So what if *People* pinched its No. 2 spot? *Time* tops all magazines with 1990 ad revenues of $381.9 million.

***Computer Shopper* leaps 28 slots to No. 64 on a 33% revenue jump and newsstand performance.**



***Family Circle* tumbles from the Top 10 as *Good Housekeeping* moves up.**

more per subscription and 9.3% more per b&w ad page.

That remedy capitalizes in part on its ability in 1990 to convert newsstand sales to subscriber revenues. *FC's* subs rose a phenomenal 46% to 2.4 million from the prior year while newsstand sales dropped 20.4% to 3.1 million. The trade-off was a $6 million gross revenue gain. *FC's* higher ad rate also softened the impact of losing 16.5% of its ad pages in 1990.

Such ad-page losses have become de rigueur. Consumer magazines ran 9.8% fewer ad pages in first quarter 1991 over the prior-year period, according to Publishers Information Bureau. But higher ad rates slowed the ad dollar decline to only 2%.

On average, consumer monthlies hiked one-time b&w rates for 1991 by 8.1%; consumer weeklies boosted rates 10.1%; business monthly rates rose an average 5.7%; business weeklies, 4.2%. These average increases, generally reflected across the rate card, are not extraordinary as publishers became increasingly sensitive to competitive pressure.

Among categories, newsweeklies dominate dollar-volume: Their $3.6 billion in revenues—up 2%—represents 20.7% of the Magazine 300. Newsweekly advertising, totaling 52.4% of total revenues, gained 2.4% as circulation dollars rose 2.1%.

Price increases, however, accounted for year-to-year growth because overall ad pages dropped 2.8%, average paid circulation grew only 0.4% and single-copy issues declined 2%.

The average cost of a one-time b&w rate grew 6.1%. Publishers in the category have raised b&w prices an average 9.8% in 1991 to blunt further erosion in revenues.

U.S. News & World Report, among the better category performers with gains in subscribers and newsstand sales, couldn't escape the advertiser's thinning pockets as ad pages dipped 2.1%.

The general editorial category had the second-highest revenue volume of $2.5 billion, up 5.1%. Advertising among the 24 publications rose 6.2% to $1.1 billion, or 44.5% of total revenues.

Circulation dollars advanced 4.3%, although newsstand revenues declined 2.1% as 6.2% fewer copies on average were sold. The category's subscription revenues double those from the newsstand. Paid subs rose an average 2.8%.

The average cost of a one-time b&w rate grew 7.1%, offsetting a 2% decline in ad pages. B&w prices have increased an average of 8.3% in 1991 to counter further recessionary erosion.

Reader's Digest was category leader with $436.1 million, up 4%. Six had double-digit revenue growth—*Parade, USA Weekend, Consumer Reports, Vanity Fair, Atlantic* and *Saturday Evening Post*—and six suffered single-digit declines.

Women's magazines pulled $2.4 billion in revenues, up 1.7%, from its 33 entries, the third-largest dollar volume among categories. The category drew 50.6% of its total revenues from advertising, or $1.2 billion, up 0.7% as circulation dollars advanced 2.8%.

Ad-page price increases—averaging 15.4%—largely produced the year-to-year growth, as overall ad pages dropped 3.3%.

On the circulation side, the major revenue component was subscriptions, which grew 10.1% to $623.4 million to replace single-copy sales as the dominant component. Single-copy sales, on top in 1989, brought in $560.8 million, down 4.3%.

The average b&w rate hike among category participants was 11.7% in 1991, although the category's newest magazine, *Mirabella*, boosted its rates a sizzling 48% this year. That is not unusual for a relatively new launch; *Mirabella* came out June 1989.

> The major change among the Top 10 involved an in-house scrimmage at Time Warner in which "People" overtook "Time."

Four other magazines in this segment recorded 30%-plus growth in revenues—*Child, YM, Parenting* and *Cooking Light*. Only *Woman's Day* among the category's Top 10 was mired in a major slump with total revenues down 15.3%.

The home service and home category generated $1.1 billion in revenue, up 3.7%, from 21 titles, with 51.1% of that coming from advertising, or $562.6 million, up 2.2%. Circulation dollars, 85% of which come from subscription sales, advanced 5.5%.

Ad page rates, up an average 11.7% for a b&w page, produced higher ad dollar volume because overall ad pages dropped 2.5%.

Subscription sales grew 6.3% in dollar volume. Single-copy revenue was flat, the result of higher per-copy prices that offset a 6.1% average decline in single-copy sales for the category.

Publishers in the category have raised b&w prices an average 10.8% in 1991. Six publications in the category—*Yankee, Country, Practical Homeowner, Decorating & Remodeling, Midwest Living* and *Southern Accents*—showed revenue gains of more than 12%.

The computer category attracted just more than $1 billion in revenues, up 21.2% from 24 titles. Advertising among computer books rose 23.1% to $895.7 million to account for 86.7% of total revenues. Growth in advertising occurred in all quarters as ad pages grew 7.4%. Paid circulation grew an average 17%.

While circulation dollars advanced 10.2%, even this hot category registered sluggish newsstand sales, down an average 4.4% from 1989.

The average cost of a one-time b&w page grew 18% in 1990. Publishers in the category probably will be able to carry their average 15.1% hike in b&w rates in 1991 because of the unparalleled revenue growth in the category. Only three magazines in the category declined in 1990, while virtually all others—beginning at the top with *PC Magazine* at 25.9%—had double-digit revenue growth.

No major category declined in CPMs. CPM growth among the top five categories: 5.1% for computer magazines; 9.4% for home service & home; 12.8% for women's; 9% for general editorial; 9.3% for newsweeklies.

Absent from this year's report were *Psychology Today* and *Mother Earth News*, ranked No. 160 and No. 204, respectively, in last year's report. Publication of the two magazines was suspended in 1990 by New American Magazine Co. The publisher this month found a buyer in Sussex Publishers. A fall revival is planned.

Publication ceased for five magazines ranked in last year's report, led by VNU's *Personal Computing*, No. 90 at $46.4 million. Others were Family Media's *Savvy Woman*, ranked No. 215 by 1989 revenues; Goldhirsh Group's *Business Month*, No. 272; Cap Cities/ABC's *MISWeek*, No. 285; and Advance Publications' *Woman*, No. 289.

Three publications in this year's ranking bear the imprint of merged partners in 1990: *TV Entertainment* was merged into No. 27 *Cable Guide*; International Data Group folded *PCResources* into *PC World*, No. 66; and *M inc.*, No. 263, got its new name from a union of *M, The Civilized Man* and *Manhattan, inc.*

Joint venture deals continued. Cahners Publishing Co. and Ziff Communications formed Cahners/Ziff Computer Publications Ltd. to publish existing titles: No. 146 *Datamation* and *Systems Integration* (a non-Magazine 300) from Cahners and No. 223 *Digital Review* and No. 262 *Government Computer News* from Ziff.

The depressed ad market has made magazine titles in general cheaper to buy.

The biggest deal in several years was concluded last week when K-III Holdings paid Murdoch Magazines $600 million for No. 50 *Soap Opera Digest*, No. 53 *Seventeen*, No. 61 *New York Magazine*, No. 130 *Automobile*, No. 152 *Premiere* and No. 173 *European Travel & Life*. The purchase also included *The Daily Racing Form* and *Soap Opera Weekly*.

Reed International, through Cahner's Publishing Co., purchased No. 277 *Sail* from Meredith Corp. and *Broadcasting* from Times Mirror Co. *Broadcasting*, ranked No. 277 in the prior year, dipped below the cutoff in 1990.

Affiliated Publications' BPI Communications group purchased 80% of A/S/M giving it No. 165 *Adweek*. *Chicago*, No. 272, was sold by Adams Communications to Landmark Communications. No. 260 *Travel Agent* was sold by Cap Cities/ABC to a partnership headed by Richard Friese, publisher of *Unique Homes*, No. 265.

Apparently waiting in the wings for next year's list is *PC Sources*, a monthly aimed at new computer buyers. Launched in October 1990 by Ziff Communications' Coastal Associates unit, the premiere issue drew 418 ad pages, and subsequent issues have carried at least 350 pages. □

WHAT WOULD YOU CALL A PUBLICATION THAT DELIVERS MORE MANAGERS WHO BUY PCS THAN THE BUSINESS BOOKS?

Top 15 magazines by ad revenues

Rank	Magazine	1990 ad revenues	1989 ad revenues	% chg	1990 ad pages	1989 ad pages
1	Time	$381.9	$373.4	2.3	2,727.93	2,733.86
2	Parade	355.2	314.5	12.9	740.45	717.86
3	People	345.8	326.2	6.0	3,625.78	3,770.81
4	Sports Illustrated	335.7	336.7	(0.3)	2,672.38	2,981.90
5	TV Guide	320.3	323.0	(0.8)	2,966.02	3,255.13
6	Newsweek	253.3	255.9	(1.0)	2,302.04	2,495.29
7	Business Week	245.9	260.6	(5.6)	4,407.02	4,914.15
8	PC Magazine	189.6	145.2	30.6	6,856.31	5,790.57
9	Forbes	169.5	157.7	7.5	3,939.25	3,905.84
10	Good Housekeeping	163.2	148.0	10.3	1,740.35	1,702.09
11	Fortune	161.8	167.3	(3.3)	3,360.17	3,775.00
12	U.S. News & World Report	159.3	152.8	4.2	2,010.93	2,053.17
13	Better Homes & Gardens	143.5	152.4	(5.8)	1,266.98	1,428.69
14	Family Circle	137.3	152.2	(9.8)	1,684.85	2,018.81
15	Cosmopolitan	129.9	125.7	3.3	2,156.50	2,352.21

Notes: Dollars are in millions. Figures are AA estimates

AA chart: Kevin Brown

Top 15 magazines by ad revenue growth

Rank	Magazine	1990 ad revenues	1989 ad revenues	% chg	1990 ad pages	1989 ad pages
1	Bridal Guide	9.9	4.0	144.7	1,426.00	641.00
2	VarBusiness	14.4	7.2	100.6	1,434.11	1,046.21
3	Decorating Remodeling	10.0	5.1	97.8	427.23	225.39
4	Easyriders	3.7	2.1	79.5	340.90	280.70
5	Automobile	19.8	11.2	76.8	790.30	726.00
6	LAN TIMES	15.0	8.7	72.9	1,514.84	1,026.54
7	Child	8.3	4.9	69.8	576.14	522.46
8	PC Computing	27.4	16.4	67.7	1,952.92	1,737.25
9	Financial World	24.5	15.1	62.2	973.83	741.19
10	Practical Homeowner	6.9	4.5	54.5	418.14	312.90
11	Cooking Light	7.0	4.7	49.2	382.80	348.35
12	Parenting	14.9	10.0	48.3	837.71	732.19
13	Billboard	20.7	14.0	47.9	2,500.00	2,500.00
14	Victoria	12.2	8.3	45.9	600.22	417.87
15	Golf Illustrated	8.2	4.8	41.9	558.74	499.56

Notes: Dollars are in millions. Figures are AA estimates

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Methodology

The Magazine 300 participants emerged from a list of 450 magazines on which *Advertising Age* collected advertising and circulation data to determine gross revenues, the basis of the rankings in this report.

Most ad revenues were obtained from the ad monitoring services listed below.

If unmonitored, the magazine's ad revenues were determined by multiplying total ad pages by the one-time b&w rate, an industry standard. Most unmonitored magazines readily volunteered ad pages. This equation was not used if there was a monitored figure.

Circulation revenues were the sum of subscription and newsstand gross revenues. Subscription revenues were the product of paid subscriptions × subscription price. Single copy sales × price per issue × frequency determined newsstand gross revenues. However, where a magazine is published by an association, circulation revenues included only the portion of membership fee accorded the magazine.

Newspaper-distributed magazines were not credited with circulation revenues.

Publishers were contacted to verify the data and were allowed revisions.

Ad monitoring sources

Publishers Information Bureau monitors 175 consumer publications; MMS-Rome Reports was the primary source for data on 690 business-to-business publications; AdScope Inc. covers 65 computer magazines; Patterson Advertising Reports follows 166 trade and consumer magazines; PERQ Research Corp. tracks 450 magazines in the healthcare industry; Media Industry Newsletter, a leading source for regional city publications, prepares a monthly report on ad pages and revenue for consumer magazines; *Ad Age's* Consumer Linage Report is a monthly compilation of ad pages volunteered by publishers of 350 magazines.

Circulation services

Audit Bureau of Circulations' Fas-Fax Report for Dec. 31, 1990, provided most circulation data for consumer publications.

Business Publications Audit of Circulation was another source for trade publications. Annual subscription price and single-issue prices for corresponding years were obtained from Standard Rate & Data Service or the publisher. ❑

Top magazines by ad pages

Rank	Magazine	Advertising pages 1990	1989	% chg	One-time black & white page cost 1990	1989	% chg
Consumer magazines by ad pages							
1	Hemmings Motor News	10,320.00	9,180.00	12.4	$1,021	$945	8.0
2	Business Week	4,407.02	4,914.15	(10.3)	45,205	41,895	7.9
3	Forbes	3,939.25	3,905.84	0.9	29,970	28,170	6.4
4	New York Times Magazine	3,730.48	4,036.00	(7.6)	26,875	24,885	8.0
5	People	3,625.78	3,770.81	(3.8)	58,560	54,325	7.8
6	Chronicle of Higher Education	3,442.00	2,954.00	16.5	4,525	4,270	6.0
7	Fortune	3,360.17	3,775.00	(11.0)	32,460	30,200	7.5
8	Bride's	3,172.57	3,358.86	(5.5)	21,290	19,710	8.0
9	TV Guide	2,966.02	3,255.13	(8.9)	95,900	88,900	7.9
10	Vogue	2,965.86	3,321.86	(10.7)	29,870	23,620	26.5
11	Time	2,727.93	2,733.86	(0.2)	77,010	77,010	0.0
12	Sports Illustrated	2,672.38	2,981.90	(10.4)	65,230	61,250	6.5
13	New York	2,657.54	3,094.86	(14.1)	16,570	15,340	8.0
14	Economist	2,643.82	2,355.00	12.3	7,460	6,500	14.8
15	Modern Bride	2,576.13	2,491.71	3.4	20,670	18,040	14.6
Consumer magazines by ad page growth							
1	Playgirl	514.29	223.10	130.5	3,500	7,000	(50.0)
2	Bridal Guide	1,426.00	641.00	122.5	6,930	6,300	10.0
3	Decorating Remodeling	427.23	225.39	89.6	17,400	15,580	11.7
4	Victoria	600.22	417.87	43.6	17,100	15,660	9.2
5	Alfred Hitchcock & Ellery Queen	85.00	63.00	34.9	4,560	4,560	0.0
6	Practical Homeowner	418.14	312.90	33.6	9,890	9,000	9.9
7	Sesame Street Magazine	269.39	202.00	33.4	31,970	30,866	3.6
8	National Geographic Traveler	260.51	199.77	30.4	17,300	17,300	0.0
9	YM	557.00	455.00	22.4	12,750	11,180	14.0
10	Easyriders	340.90	280.70	21.4	10,900	7,373	47.8
11	Audubon	265.00	225.00	17.8	10,045	9,175	9.5
12	Popular Photography	1,296.00	1,101.29	17.7	44,880	32,625	37.6
13	USA: Magazine	785.50	672.40	16.8	17,000	14,530	17.0
14	Chronicle of Higher Education	3,442.00	2,954.00	16.5	4,525	4,270	6.0
15	Spin	569.19	494.64	15.1	7,650	5,950	28.6
Trade magazines by ad pages							
1	Computer Shopper	7,008.26	5,997.03	16.9	$6,300	$5,295	19.0
2	PC Magazine	6,856.31	5,790.57	18.4	25,185	21,995	14.5
3	CRN/Computer Reseller News	6,410.65	6,345.11	1.0	7,725	6,240	23.8
4	EDN	5,618.00	6,195.06	(9.3)	6,375	6,375	0.0
5	PC Week	5,345.13	4,877.01	9.6	15,895	14,790	7.5
6	Travel Weekly	4,866.42	5,223.39	(6.8)	8,010	7,630	5.0
7	Electronic Engineering Times	4,620.66	5,239.56	(11.8)	8,460	7,690	10.0
8	HFD-The Weekly Home Furnishings	4,308.00	4,249.30	1.4	8,470	7,910	7.1
9	TravelAge magazines	4,286.00	4,498.00	(4.7)	5,690	4,750	19.8
10	Computerworld	3,967.73	4,180.90	(5.1)	16,800	15,000	12.0
11	Restaurants & Institutions	3,766.87	3,997.00	(5.8)	10,150	9,850	3.0
12	Design News	3,643.00	3,914.00	(6.9)	6,915	6,375	8.5
13	InfoWorld	3,593.00	3,340.00	7.6	14,475	12,370	17.0
14	Tour & Travel News	3,498.78	3,114.83	12.3	5,790	4,635	24.9
15	BYTE	3,156.00	3,166.20	(0.3)	13,620	11,840	15.0
Trade magazines by ad page growth							
1	LAN TIMES	1,514.84	1,026.54	47.6	$7,250	$6,300	15.1
2	VarBusiness	1,434.11	1,046.21	37.1	8,175	5,995	36.4
3	Financial World	973.83	741.19	31.4	19,995	17,600	13.6
4	Datamation	1,870.26	1,545.00	21.1	12,280	11,475	7.0
5	Publish	928.94	768.75	20.8	7,835	6,885	13.8
6	MacUser	2,594.85	2,185.16	18.7	12,950	9,550	35.6
7	PC Magazine	6,856.31	5,790.57	18.4	25,185	21,995	14.5
8	Computer Shopper	7,008.26	5,997.03	16.9	6,300	5,295	19.0
9	InformationWeek	1,814.95	1,574.58	15.3	13,440	10,500	28.0
10	Network World	1,853.71	1,634.95	13.4	10,115	8,950	13.0
11	PC Computing	1,952.92	1,737.25	12.4	12,170	8,110	50.1
12	Tour & Travel News	3,498.78	3,114.83	12.3	5,790	4,635	24.9
13	Flying	699.26	628.58	11.2	12,560	12,560	0.0
14	MacWeek	2,743.05	2,471.26	11.0	5,995	5,150	16.4
15	Digital News	1,314.24	1,188.09	10.6	7,995	6,720	19.0

Notes: Dollars are as shown. Full-year data for both years required for growth rankings.

AA Chart: Kathy Welyki.

Top SRDS magazine categories by total 1990 revenues

Rank	Category	Total revenues	'90-'89 % chg	Mags in 300
Consumer classifications				
1	News, weeklies (36A)	$3,590.3	2.1	10
2	General editorial (22)	2,483.6	5.2	24
3	Women's (49)	2,399.4	1.7	33
4	Home service & home (24)	1,114.7	3.7	22
5	Business & finance (8)	999.4	1.8	13
6	Women's/men's fashions (50)	516.2	2.9	5
7	Men's (30)	485.0	1.5	7
8	Sports (45)	464.2	5.6	14
9	Automotive (3)	349.3	2.3	10
10	Travel (46)	305.9	8.6	8
11	Newspaper distributed Sunday mags (38)	222.3	(1.2)	5
12	Fishing & hunting (19)	207.3	4.8	7
13	Music (33)	185.8	3.2	4
14	Science, technology (43)	169.5	(2.0)	4
15	Metropolitan entertainment (30B)	135.9	10.4	1
16	Brides, bridal (7)	129.7	8.1	3
17	Mature market (28A)	121.0	4.5	2
18	Hea[illegible]	116.8	(12.4)	3
19	Epicurean (18)	95.9	2.4	2
20	Metropolitan/regional/state (30A)	93.6	3.5	6
Business classifications				
1	Automatic data systems (5A)	1,033.3	21.2	24
2	Electronic engineering (40)	150.5	(2.6)	6
3	Travel, retail (149B)	109.8	5.5	4
4	Restaurants & food service (127)	101.3	3.8	4
5	Nursing & health (H7)	82.7	16.1	3
6	Financial (46)	73.3	15.6	2
7	Diversified farming & farm home (F2)	66.1	(2.6)	4
8	Building (19)	59.0	13.3	2
9	Advertising & marketing (1)	58.9	(2.7)	2
10	Aviation & aerospace (7)	54.9	(1.1)	2
11	Medical & surgical (H6)	54.9	(13.2)	2
12	Science, research & development (132A)	52.3	6.5	2
13	Product design engineering (120)	49.9	(7.0)	2
14	Home furnishings (63B)	48.4	1.9	1
15	Travel, business conventions & meetings (149A)	37.5	9.4	2

Notes: Dollars are in millions. Figures are AA estimates and include only magazines in top 300.

WHAT WOULD YOU CALL A PUBLICATION THAT REACHES MORE MIS PROFESSIONALS THAN MIS PUBLICATIONS?

Top 15 magazines by circulation revenues

Rank	Magazine	1990 circulation revenues	1989 circulation revenues	% chg	1990 subscription revenues	1990 newsstand revenues
1	TV Guide	$595.0	$605.4	(1.7)	$326.7	$268.3
2	Reader's Digest	327.5	305.6	7.2	306.3	21.1
3	People	296.6	282.9	4.9	110.9	185.7
4	Time	254.3	262.7	(3.2)	226.5	27.7
5	Sports Illustrated	215.4	229.9	(6.3)	200.2	15.2
6	National Geographic	211.4	192.9	9.6	211.4	0.0
7	National Enquirer	162.6	174.9	(7.1)	11.5	151.1
8	Newsweek	149.5	141.9	5.4	124.5	25.1
9	Star Magazine	148.6	145.8	1.9	17.1	131.5
10	Better Homes & Gardens	131.9	123.3	7.0	119.9	12.1
11	Playboy	118.8	108.1	9.9	80.1	38.7
12	Cable Guide	106.4	89.3	19.2	106.4	0.0
13	Ladies' Home Journal	103.1	101.5	1.5	80.6	22.5
14	Family Circle	102.9	97.1	6.0	38.0	65.0
15	Consumer Reports	98.4	84.1	17.0	94.2	4.1

Notes: Dollars are in millions. Figures are AA estimates.

Top 15 magazines by circulation revenue growth

Rank	Magazine	1990 circulation revenues	1989 circulation revenues	% chg	1990 subscription revenues	1990 newsstand revenues
1	LAN TIMES	$0.099	$0.032	211.7	$0.099	$0.0
2	Power & Motoryacht	1.3	0.5	135.3	1.3	0.0
3	InformationWeek	0.148	0.182	80.8	0.148	0.0
4	Child	6.9	3.9	77.8	6.7	0.1
5	Datamation	0.3	0.1	75.0	0.3	0.0
6	Spin	7.4	4.4	67.7	3.4	3.9
7	YM	18.6	11.5	62.3	13.8	4.8
8	Insight	18.1	11.8	53.6	18.1	0.0
9	Compute!	7.4	4.9	50.2	6.1	1.3
10	Decorating Remodeling	7.9	5.5	44.0	4.5	3.4
11	Black Enterprise	5.1	3.6	40.2	4.7	0.3
12	Harvard Business Review	15.5	11.3	37.4	15.1	0.4
13	Saturday Evening Post	10.7	8.1	33.0	9.9	0.8
14	Cooking Light	11.45	8.6	33.0	10.0	1.5
15	Southern Accents	6.7	5.2	32.7	5.5	1.2

Notes: Dollars are in millions. Figures are AA estimates. Ranking requires full-year data for both years.

AMERICAN PARK NETWORK

Why are America's top companies participating in the American Park Network?

• Because visiting national and state parks is the #1 recreational activity in the country today. *Over 83 million active, upscale adults and families make up America's largest, untapped captive audience.*

• Because American Park Network magazines cover 22 of the country's most famous parks *including Yellowstone, Yosemite, Grand Canyon, Great Smoky Mountains, and Everglades.*

• And because the American Park Network creatively integrates advertising, promotion and merchandising in a way that is unmatched by conventional media... *sponsors receive free park vacations, and passes for tours and activities – all ideal for promotional tie-ins, sweepstakes, or trade incentives.*

It's no wonder that companies like AT&T, Chevrolet, Hershey, HFC, Kodak, Kraft General Foods, Nike, Pentax, and Prudential Insurance have participated in one of the most powerful marketing tools in America today. *Some major product categories still available.*

Call us soon for more information: (415) 788-2228

American Park Network
22 Battery Street, 4th Floor, San Francisco, CA 94111

Meredith CORPORATION

Top magazines by circulation

Rank	Magazine	Total paid circulation 1990	Total paid circulation 1989	Subscribers 1990	Subscribers 1989	Single copy sales 1990	Single copy sales 1989
	Consumer magazines						
1	Parade	35,092,000	33,354,000	NA	NA	NA	NA
2	Modern Maturity	22,430,894	21,430,990	22,430,894	21,430,990	0	0
3	Reader's Digest	16,264,547	16,343,599	15,371,047	15,419,265	893,500	924,334
4	TV Guide	15,604,267	15,867,750	8,725,551	8,641,201	6,878,716	7,226,549
5	USA Weekend	15,526,893	15,062,038	NA	NA	NA	NA
6	National Geographic	10,189,783	10,890,660	10,101,416	10,803,286	88,287	87,374
7	Cable Guide	8,867,193	7,437,698	8,867,193	7,437,698	0	0
8	Better Homes & Gardens	8,007,222	8,005,311	7,491,389	7,429,478	515,833	575,833
9	Family Circle	5,431,779	5,461,786	2,375,087	1,623,695	3,056,692	3,838,091
10	Good Housekeeping	5,152,521	5,152,245	3,732,831	3,640,720	1,419,690	1,511,525
	Trade magazines						
1	Real Estate Today	795,449	777,058	795,449	777,058	0	0
2	PC Magazine	786,041	732,409	655,901	604,918	130,140	127,491
3	PC Computing	598,229	471,642	523,351	406,604	74,878	65,038
4	PC World	576,442	526,064	475,834	432,211	100,608	87,853
5	Financial World	504,020	442,042	500,641	438,073	3,379	3,969
6	BYTE	482,456	461,124	350,570	326,300	131,886	134,824
7	ABA Journal	383,076	373,675	383,076	373,675	0	0
8	Compute!	355,233	211,794	305,666	165,795	49,567	45,999
9	Computer Shopper	333,233	291,528	137,862	118,995	195,361	172,533
10	Flying	327,890	321,662	264,340	252,212	63,550	69,450

IF YOU THOUGHT PARK BENCHES WERE ST. PETERSBURG'S MOST POPULAR SEATS...

You'd better sit down for this.

While St. Petersburg — and the entire Tampa Bay area — was once considered a sleepy place, full of retirees, this is no longer true. In fact, the volume of new, young residents arriving in the St. Petersburg area has lowered the city's median age by nearly eight years since 1980.

So it's not surprising that some of the best seats in town are now those in Tampa Bay's performing arts centers. Thousands of people enjoy the area's diverse cultural offerings, including the world-renowned Salvador Dali Museum, the Florida Orchestra, dozens of art galleries, and a wide variety of professional dance and theater groups.

And it's not surprising either that Tampa Bay keeps up with the Times. The St. Petersburg Times, Tampa Bay's largest newspaper, beats the Tampa Tribune in circulation by more than 75,000 papers daily and nearly 77,500 on Sunday.*

So sit up and take notice of Tampa Bay. Call 1-800-333-7505 for the latest information on this thriving market and the newspaper that serves it best.

*Source: ABC Audit Reports for 12 months ending 12/31/89.

St. Petersburg Times
Tampa Bay's Largest Newspaper

Top parent companies of magazines in 300

Rank 1990	Rank 1989	Company, headquarters	Total revenues	'90-'89 % chg	Ad revenues	Ad pages	Subscriber revenues	Single copy revenues	Mags in top 300	Top magazine by total revenues	Total mag revenues
1	1	**Time Warner**, New York	$2,593.6	2.9	$1,518.0	20,378.20	$792.3	$283.4	13	People	$642.4
2	2	**Advance Publications**, Newark, N.J.	1,211.8	7.2	963.1	20,957.19	116.0	132.7	12	Parade	355.2
3	3	**Hearst Corp.**, New York	1,025.8	3.4	631.2	14,541.37	223.4	171.3	13	Good Housekeeping	259.8
4	4	**News Corp.**, Sydney	942.4	(0.1)	336.8	4,054.30	331.9	273.8	2	TV Guide	915.3
5	5	**New York Times Co.**, New York	704.8	2.2	447.8	9,430.23	173.4	83.6	7	Family Circle	240.2
6	6	**Meredith Corp.**, Des Moines	635.7	2.6	330.7	5,817.37	257.5	47.4	8	Better Homes & Gardens	275.5
7	7	**Hachette Publications**, Paris	584.7	(5.4)	377.7	12,792.07	104.6	102.4	11	HOME	35.0
8	8	**Reader's Digest Association**, Pleasantville, N.Y.	515.1	1.5	140.5	2,597.88	351.0	23.6	5	Reader's Digest	436.1
9	14	**Ziff Communications**, New York	501.5	26.2	427.9	26,500.52	53.5	20.1	6	PC Magazine	227.5
10	9	**McGraw-Hill**, New York	442.7	(1.8)	370.8	17,928.08	62.9	9.0	7	Business Week	283.8
11	10	**Washington Post Co.**, Washington	422.8	0.2	273.3	3,577.54	124.5	25.1	2	Newsweek	402.8
12	13	**Reed International**, London	421.8	5.3	397.7	41,271.23	14.5	9.6	16	Travel Weekly	53.4
13	11	**Times Mirror Co.**, Los Angeles	402.0	(2.9)	216.3	9,154.82	163.7	22.0	10	Field & Stream	68.3
14	12	**Macfadden Holdings**, New York	395.6	(4.2)	72.4	2,441.67	37.0	286.3	3	National Enquirer	206.4
15	15	**K-III Holdings**, New York	335.9	3.5	157.2	7,350.82	84.7	94.0	7	Soap Opera Digest	74.9
16	19	**International Data Group**, Framingham, Mass.	280.9	16.7	241.9	16,550.24	32.0	6.9	7	Computerworld	82.6
17	17	**National Geographic Society**, Washington	279.4	9.0	40.4	572.24	238.9	0.0	3	National Geographic	246.9
18	16	**U.S. News & World Report**, Washington	275.8	5.2	171.3	2,713.13	95.0	9.6	2	U.S. News & World Report	256.1
19	18	**Petersen Publishing Co.**, Los Angeles	248.1	1.8	121.7	7,226.61	81.3	45.1	9	Motor Trend	55.4
20	23	**CMP Publications**, Manhasset, N.Y.	211.0	14.5	210.9	24,317.69	0.1	0.0	8	Electronic Engineering	44.1
21	20	**Forbes Inc.**, New York	207.5	6.1	169.5	3,939.25	33.8	4.3	1	Forbes	207.5
22	21	**General Media**, New York	187.3	(2.7)	59.8	2,878.62	37.0	90.5	4	Penthouse	115.0
23	25	**Capital Cities/ABC**, New York	180.5	4.1	149.5	13,744.23	27.0	4.0	8	HFD-The Weekly Home	48.4
24	22	**Straight Arrow Publishers**, New York	178.3	(4.9)	96.9	2,690.76	46.1	35.3	2	Rolling Stone	118.7
25	24	**Family Media**, New York	174.5	(1.3)	56.7	2,699.48	108.8	9.0	6	1,001 Home Ideas	55.5
26	26	**Playboy Enterprises**, Chicago	166.6	7.8	47.8	720.70	80.1	38.7	1	Playboy	166.6
27	28	**American Express Co.**, New York	143.5	6.2	87.7	3,562.31	53.7	2.2	3	Travel & Leisure	92.2
28	29	**Bauer Publishing Co.**, Englewood Cliffs, N.J.	140.2	6.7	14.3	565.00	0.0	125.9	2	Woman's World	88.8
29	27	**Rodale Press**, Emmaus, Pa.	139.7	1.1	50.7	2,463.18	75.1	13.9	4	Prevention	70.1
30	31	**TVSM**, Horsham, Pa.	135.9	10.4	29.5	336.27	106.4	0.0	1	Cable Guide	135.9
31	30	**Knapp Communications Corp.**, Los Angeles	134.4	3.8	80.4	2,866.00	44.0	10.0	2	Architectural Digest	75.7
32	32	**Johnson Publishing Co.**, Chicago	126.0	3.1	55.8	2,124.26	54.0	16.2	2	Ebony	68.8
33	33	**Gruner & Jahr Publications**, New York	124.9	7.2	70.9	2,044.01	45.6	8.5	2	Parents	95.0
34	35	**Gannett Co.**, Arlington, Va.	119.0	14.6	119.0	685.51	0.0	0.0	1	USA Weekend	119.0
35	34	**Crain Communications**, Chicago	110.8	4.1	86.9	9,948.20	22.9	1.0	5	Advertising Age	35.1
36	37	**American Association of Retired Persons**, Lakewood, Calif.	105.1	6.3	51.3	227.42	53.8	0.0	1	Modern Maturity	105.1
37	36	**Lang Communications**, New York	104.6	3.9	60.1	2,445.82	38.0	6.5	4	Working Woman	49.0
38	38	**Globe Communications Corp.**, Boca Raton, Fla.	100.2	5.5	11.2	1,555.16	1.6	87.4	3	Globe	49.3
39	41	**Consumers Union of U.S.**, Mt. Vernon, N.Y.	98.4	17.0	0.0	0.00	94.2	4.1	1	Consumer Reports	98.4
40	39	**Smithsonian Institution**, Washington	85.9	(5.3)	41.0	947.30	44.4	0.5	1	Smithsonian	85.9
41	40	**Pittway Corp.**, Northbrook, Ill.	83.1	(5.9)	83.0	9,881.74	0.1	0.0	5	Machine Design	21.0
42	42	**Weider Publications**, Woodland Hills, Calif.	75.4	(1.4)	33.3	1,917.61	8.9	33.3	2	Muscle & Fitness	49.0

Notes: Dollars are in millions. All figures are AA estimates. Totals reflect only magazines in the Ad Age 300. Ranking in 1989 represents prior-year figures from same magazines comprising 1990 rankings.

Lowest CPM for consumer and trade magazines among Ad Age's top 300

Rank	Magazine	CPM 1990	CPM 1989	1-time b&w page cost 1990	1-time b&w page cost 1989	Paid & non-paid circ. 1990	Paid & non-paid circ. 1989
Consumer magazines							
1	Hemmings Motor News	$3.38	$3.15	$1,021	$945	301,961	299,579
2	Cable Guide	5.72	6.42	52,300	49,300	9,135,693	7,683,865
3	TV Guide	6.15	5.60	95,900	88,900	15,604,267	15,867,750
4	Reader's Digest	6.38	6.16	103,720	100,700	16,264,547	16,343,599
5	American Legion Magazine	7.07	7.00	20,945	19,850	2,964,405	2,835,922
6	Modern Maturity	8.23	7.11	185,010	154,330	22,480,986	21,699,375
7	Playgirl	8.24	12.16	3,500	7,000	425,000	575,500
8	Star Magazine	9.00	7.83	30,950	28,255	3,439,694	3,610,395
9	National Examiner	9.18	7.80	7,390	6,972	805,307	893,956
10	Prevention	9.56	8.83	29,585	27,910	3,093,897	3,161,788
11	Parade	9.74	9.28	341,800	309,500	35,092,000	33,354,000
12	National Enquirer	9.83	8.44	37,430	34,660	3,809,411	4,106,796
13	USA Weekend	9.85	9.41	153,000	141,750	15,526,893	15,062,038
14	Globe	10.23	9.10	12,285	12,099	1,200,484	1,329,413
15	Woman's World	10.28	8.80	15,473	13,800	1,505,312	1,566,544
Trade/business magazines							
1	Compute!	$17.37	$25.17	$6,610	$6,610	380,541	262,571
2	Computer Shopper	18.91	18.16	6,300	5,295	333,236	291,528
3	Real Estate Today	20.34	19.79	16,200	15,400	796,641	778,262
4	PC Computing	20.34	17.20	12,170	8,110	598,229	471,642
5	ABA Journal	27.62	27.65	11,475	11,250	415,472	406,801
6	BYTE	28.23	25.68	13,620	11,840	482,456	461,124
7	PC World	28.62	28.66	16,500	15,075	576,442	520,064
8	Industrial Equipment News	29.08	26.96	6,240	5,780	214,559	214,371
9	New Equipment Digest	29.77	27.66	6,343	5,895	213,098	213,100
10	PC Magazine	32.04	30.03	25,185	21,995	786,041	732,409
11	Science	33.89	31.88	5,200	4,960	153,454	155,598
12	Electronic Design	35.88	42.09	5,945	6,555	165,696	155,749
13	Machine Design	35.98	30.03	6,485	5,425	180,619	180,640
14	Flying	36.42	37.28	12,560	12,560	344,898	336,887
15	Macworld	37.94	38.15	14,995	12,995	395,224	340,641

Notes: Dollars are as shown. All figures are AA estimates. See Page S-10 for methodology.

WHAT WOULD YOU CALL A PUBLICATION THAT DELIVERS MORE COMPUTER RESELLERS THAN RESELLER BOOKS?

Top 300 magazines by 1990 gross revenues

Rank 1990	Rank 1989	Magazine, headquarters	Total revenues	'90-'89 % chg	Ad revenues	Ad pages	Subscriber revenues	Newsstand revenues	Paid circulation	Parent company	Telephone
226	235	**Black Enterprise**, New York	17.198	16.3	12.1	908.21	4.7	0.3	251,983	Earl G. Graves Publishing Co.	(212) 242-8000
227	269	**Easyriders**, Agoura Hills, Calif.	17.031	30.6	3.7	340.90	2.4	10.9	327,122	Paisano Publications Inc.	(818) 889-8740
228	234	**Successful Meetings**, New York*	17.023	14.1	17.0	1,766.56	0.0	0.0	677	Bill Communications	(212) 986-4800
229	236	**Wood**, New York	16.955	14.9	4.7	250.58	9.4	2.8	562,000	Meredith Corp.	(515) 284-3000
230	214	**Colonial Homes**, New York	16.937	(1.1)	7.2	305.97	6.3	3.5	612,379	Hearst Corp.	(212) 830-2900
231	223	**Success**, New York	16.810	5.0	7.8	399.79	7.9	1.1	455,368	Hal Holdings	(212) 551-9500
232	242	**Outside**, Chicago	16.671	14.5	9.7	792.20	4.7	2.2	325,170	Mariah Publications	(312) 951-0990
233	190	**Successful Farming**, Des Moines	16.646	(13.4)	10.7	579.00	6.0	0.0	498,422	Meredith Corp.	(515) 284-3000
234	232	**Consumers Digest**, Chicago	16.510	9.5	2.6	163.99	13.1	0.8	873,704	Consumers Digest Inc.	(312) 275-3590
235	188	**Tennis Illustrated (fmly World Tennis)**, New York	16.476	(14.4)	8.0	396.85	7.6	0.9	512,373	Family Media	(212) 779-6200
236	222	**Four Wheeler**, New York	16.453	1.9	8.1	1,004.26	3.7	4.7	399,262	General Media	(212) 496-6100
237	212	**Video Review**, New York	16.431	(5.5)	9.3	638.00	5.5	1.6	398,649	Viare Publishing	(212) 477-2200
238	229	**California**, Los Angeles	16.373	6.7	12.0	809.88	4.2	0.2	357,819	California Magazines Partnership	(213) 479-6511
239	208	**Audio**, New York	16.277	(7.7)	12.7	1,249.40	2.4	1.2	142,375	Hachette Publications	(212) 767-6331
240	249	**High Plains Journal**, Dodge City, Kan.	16.160	14.7	13.2	2,251.20	2.9	0.0	59,661	High Plain Publishers	(316) 227-7171
241	217	**New Choices for Best Years**, New York	15.960	(6.0)	6.7	334.47	9.3	0.0	580,392	Reader's Digest Association	(212) 366-8800
242	240	**American Legion Magazine**, Indianapolis	15.944	9.1	8.5	407.40	7.4	0.0	2,956,342	American Legion	(317) 635-8411
243	246	**Power & Motoryacht**, Stamford, Conn.	15.714	9.5	14.4	1,927.00	1.3	0.0	42,916	Reed International	(203) 323-3300
244	226	**Home Office Computing**, New York	15.636	0.2	8.3	562.94	6.5	0.9	350,056	Scholastic Inc.	(212) 505-3585
245	280	**Golf Illustrated**, New York	15.532	22.5	8.2	558.74	6.6	0.8	470,027	Family Media	(212) 779-6200
246	210	**Interior Design**, New York	15.416	(12.1)	12.4	2,532.00	2.3	0.7	56,611	Reed International	(212) 645-0067
247	374	**Bridal Guide**, New York	15.271	87.2	9.9	1,426.00	0.1	5.3	200,423	Globe Communications Corp.	(212) 949-4040
248	357	**Child**, New York	15.176	72.9	8.3	576.14	6.7	0.1	459,805	New York Times Co.	(212) 463-1319
249	358	**LAN TIMES**, Midvale, Utah	15.078	73.4	15.0	1,514.84	0.1	0.0	2,011	McGraw-Hill	(801) 565-1060
250	278	**Saturday Evening Post**, Indianapolis	15.068	18.3	4.4	317.16	9.9	0.8	540,321	Benjamin Franklin Literary	(317) 636-8881
251	219	**CSN/Computer Systems News**, Manhasset, N.Y.*	15.025	(10.1)	15.0	1,679.50	0.0	0.0	0	CMP Publications	(516) 562-5777
252	255	**Crain's Chicago Business**, Chicago	14.870	7.1	12.7	1,702.30	2.0	0.1	47,636	Crain Communications	(312) 649-5370
253	228	**Progressive Farmer**, Birmingham, Ala.	14.769	(3.9)	9.9	554.30	4.9	0.0	325,753	Time Warner	(205) 877-6000
254	416	**Country America**, New York	14.719	174.5	5.5	328.19	8.1	1.2	605,400	Meredith Corp.	(212) 557-6600
255	270	**Business Insurance**, New York	14.603	12.0	12.1	1,692.00	2.5	0.0	34,704	Crain Communications	(212) 210-0129
256	239	**Los Angeles**, Los Angeles	14.572	(0.5)	10.8	1,686.80	2.4	1.4	172,110	Capital Cities/ABC	(213) 557-7559
257	243	**National Geographic World**, Washington	14.556	0.3	0.0	0.00	14.6	0.0	1,302,166	National Geographic Society	(202) 857-7000
258	224	**Gallery**, New York	14.475	(8.7)	0.9	142.73	1.0	12.5	362,716	Montcalm Publishing Corp.	(212) 779-8900
259	394	**VarBusiness**, Manhasset, N.Y.*	14.408	100.6	14.4	1,434.11	0.0	0.0	0	CMP Publications	(516) 562-5767
260	251	**Travel Agent Magazine**, New York*	14.395	2.8	14.4	2,986.70	0.0	0.0	122	Universal Media Inc.	(212) 887-1900
261	267	**Air Force Times**, Springfield, Va.	14.285	8.6	9.1	1,888.50	4.0	1.3	94,738	Army Times Publishing Co.	(703) 750-2000
262	260	**Government Computer News**, Silver Spring, Md.*	14.283	5.3	14.3	1,466.91	0.0	0.0	0	Reed International	(301) 650-2000
263	261	**M inc.**, New York	14.227	6.2	9.8	810.40	3.2	1.2	210,852	Capital Cities/ABC	(212) 630-4833
264	291	**Southern Accents**, Birmingham, Ala.	14.206	20.9	7.5	751.16	5.5	1.2	250,594	Time Warner	(205) 877-6000
265	259	**Unique Homes**, New York	14.189	4.3	11.6	2,000.00	1.0	1.6	70,746	Unique Homes Magazine Inc.	(212) 503-3430
266	299	**LA Style**, New York	14.044	24.9	11.7	1,430.50	1.8	0.5	89,070	American Express Co.	(212) 382-5600
267	276	**Restaurant Hospitality**, Cleveland*	13.929	8.4	13.9	1,538.00	0.0	0.0	0	Pittway Corp.	(216) 696-7000
268	272	**Cycle**, Costa Mesa, Calif.	13.924	7.8	7.3	503.10	4.6	2.0	330,788	Hachette Publications	(714) 720-5300
269	252	**Trailer Life**, Agoura Hills, Calif.	13.840	(0.7)	8.1	1,129.20	5.0	0.7	300,073	TL Enterprises	(818) 991-4980
270	271	**Discount Store News**, New York*	13.712	5.3	13.2	1,262.63	0.5	0.0	7,095	Lebhar-Friedman Publications	(212) 371-9400
271	248	**Travel-Holiday**, New York	13.644	(3.5)	7.2	419.14	6.3	0.1	579,134	Reader's Digest Association	(212) 366-8700
272	230	**Chicago**, Chicago	13.627	(10.6)	9.5	1,137.40	3.5	0.7	200,917	Landmark Communciations	(312) 222-8999
273	284	**Alfred Hitchcock & Ellery Queen Mystery**, New York	13.522	8.7	0.4	85.00	12.3	0.8	413,233	Davis Publications	(212) 557-9100
274	256	**New Equipment Digest**, Cleveland*	13.485	(2.7)	13.5	2,126.00	0.0	0.0	0	Pittway Corp.	(216) 696-7000
275	262	**Playbill**, New York*	13.422	0.7	13.4	560.40	0.0	0.0	0	Playbill	(212) 557-5757
276	332	**Digital News**, Boston*	13.404	32.1	13.4	1,314.24	0.0	0.0	0	International Data Group	(617) 482-8470
277	258	**Sail**, Newton, Mass.	13.361	(2.9)	9.6	1,196.90	2.5	1.3	168,085	Reed International	(617) 964-3030
278	340	**USAir Magazine**, Greensboro, N.C.*	13.354	36.7	13.4	785.50	0.0	0.0	0	Pace Communications	(919) 378-6065
279	241	**Washingtonian**, Washington	13.349	(8.4)	9.9	1,568.30	2.1	1.4	164,586	Washington Magazine Co.	(202) 296-3600
280	265	**Yachting**, New York	13.309	0.3	10.2	1,623.93	2.1	1.1	133,119	Times Mirror Co.	(212) 779-5070
281	286	**Ranger Rick Magazine**, Washington	13.201	6.6	0.0	0.00	13.2	0.0	926,355	National Wildlife Federation	(703) 790-4343
282	264	**Modern Salon**, Lincolnshire, Ill.	13.138	(1.0)	10.9	1,401.00	2.2	0.0	113,994	Vance Publishing Corp.	(708) 634-2600
283	275	**Real Estate Today**, Chicago	13.120	1.9	5.1	267.08	8.0	0.0	795,449	National Association of Realtors	(312) 329-8449
284	NA	**National Wildlife**, Washington	13.065	NA	0.0	0.00	13.1	0.0	972,133	National Wildlife Federation	(703) 790-4343
285	283	**RN**, Montvale, N.J.	13.025	4.3	4.1	716.04	8.9	0.0	254,719	Thomson Corp.	(201) 358-7460
286	305	**Publisher's Weekly**, New York	13.006	18.2	8.4	2,617.00	4.6	0.0	38,478	Reed International	(212) 645-0067
287	244	**Data Communications**, New York*	12.948	(10.5)	11.9	1,588.00	1.1	0.0	33,148	McGraw-Hill	(212) 512-6050
288	304	**Publish**, San Francisco	12.814	16.3	8.9	928.94	3.8	0.1	97,441	International Data Group	(415) 243-0600
289	279	**Workbasket**, Kansas City, Mo.	12.706	0.2	2.9	223.10	9.5	0.3	1,215,175	K.C. Publishing	(816) 531-5730
290	288	**Chemical Engineering**, New York	12.660	5.4	10.4	1,870.00	2.3	0.0	51,958	McGraw-Hill	(212) 512-4653
291	274	**Industrial Equipment News**, New York*	12.626	(1.9)	12.6	875.26	0.0	0.0	0	Thomas Publishing Co.	(212) 695-0500
292	371	**Spin**, New York	12.598	53.3	5.2	569.19	3.4	3.9	254,288	Camouflage Associates	(212) 633-8200
293	346	**Compute!**, New York	12.495	33.2	5.1	569.49	6.1	1.3	355,233	General Media	(919) 275-9809
294	294	**Navy Times**, Springfield, Va.	12.451	8.0	7.6	2,002.40	3.8	1.1	88,690	Army Times Publishing Co.	(703) 750-2000
295	292	**Petersen's Hunting**, Los Angeles	12.365	6.1	5.4	573.00	5.4	1.6	350,667	Petersen Publishing Co.	(213) 854-2133
296	273	**Electronic Component News (ECN)**, Radnor, Pa.	12.347	(4.2)	12.3	2,116.00	0.0	0.0	0	Capital Cities/ABC	(215) 964-4341
297	318	**Sassy**, New York	12.263	16.9	2.5	289.00	6.6	3.2	544,164	Lang Communications	(212) 764-4860
298	323	**Progressive Grocer**, Stamford, Conn.*	12.261	18.8	12.3	1,010.87	0.0	0.0	0	Maclean Hunter	(203) 325-3500
299	268	**Electronic News**, Radnor, Pa.	12.161	(7.4)	10.8	1,543.48	1.4	0.0	34,300	Capital Cities/ABC	(215) 964-4341
300	310	**Audubon**, New York	12.057	11.3	2.7	265.00	9.2	0.1	468,529	National Audubon Society	(212) 546-9123

Notes: Dollars are in millions. All revenue figures are gross and represent AA estimates. See Page S-10 for sources and methodology. *Majority controlled-circulation publication

Alphabetical index of top 300 magazines

SRDS code	Magazine, location, parent	Rank
24 C	**1,001 Home Ideas**, New York, Family Media	71
3 C	**4-Wheel**, Los Angeles, Petersen Publishing Co.	216
80 T	**ABA Journal**, Chicago, American Bar Association	158
1 T	**Advertising Age**, Chicago, Crain Communications	119
[illegible]	**Adweek network**, New York, Affiliated Publications	165
31 C	**Air Force Times**, Springfield, Va., Army Times Publishing Co.	261
34 C	**Alfred Hitchcock & Ellery Queen Mystery**, New York, Davis Publications	273
5 C	**American Baby**, New York, Reed International	192
10 T	**American Banker**, New York, Thomson Corp.	142
23 C	**American Health**, New York, Reader's Digest Association	193
22 C	**American Legion Magazine**, Indianapolis, American Legion	242
1 C	**American Way**, Fort Worth, Texas, AA Publications	161
24 C	**Architectural Digest**, Los Angeles, Knapp Communications Corp.	48
31 C	**Army Times**, Springfield, Va., Army Times Publishing Co.	212
22 C	**Atlantic**, Boston, Mortimer Zuckerman	201
33 C	**Audio**, New York, Hachette Publications	239
35 C	**Audubon**, New York, National Audubon Society	300
3 C	**Automobile**, New York, K-III Holdings	130
6 T	**Automotive News**, Detroit, Crain Communications	199
3 C	**AutoWeek**, Detroit, Crain Communications	150
7 T	**Aviation Week & Space Technology**, New York, McGraw-Hill	122
8 C	**Barron's**, New York, Dow Jones & Co.	75
19 C	**Bassmaster**, Montgomery, Ala., B.A.S.S. Publications	191
24 C	**Better Homes & Gardens**, New York, Meredith Corp.	9
45 C	**Bicycling**, Emmaus, Pa., Rodale Press	174
99 T	**Billboard**, New York, Affiliated Publications	127
8 C	**Black Enterprise**, New York, Earl G. Graves Publishing Co.	226
6 C	**Boating**, New York, Hachette Publications	197
18 C	**Bon Appetit**, Los Angeles, Knapp Communications Corp.	67
38 C	**Boston Globe Magazine**, Boston, Affiliated Publications	218
51 C	**Boys' Life**, Irving, Texas, Boy Scouts of America	181
7 C	**Bridal Guide**, New York, Globe Communications Corp.	247
7 C	**Bride's**, New York, Advance Publications	59
19 T	**Builder**, Washington, Hanley-Wood Publications	134
72 T	**Business Insurance**, New York, Crain Communications	255
8 C	**Business Week**, New York, McGraw-Hill	8
5A T	**BYTE**, Peterborough, N.H., McGraw-Hill	65
30B C	**Cable Guide**, Horsham, Pa., TVSM	27
30A C	**California**, Los Angeles, California Magazines Partnership	238
3 C	**Car Craft**, Los Angeles, Petersen Publishing Co.	202
3 C	**Car & Driver**, New York, Hachette Publications	51
28 T	**Chemical Engineering**, New York, McGraw-Hill	290
28 T	**Chemical & Engineering News**, Westport, Conn., American Chemical Society	224
30A C	**Chicago**, Chicago, Landmark Communciations	272
38 C	**Chicago Tribune Magazine**, Chicago, Tribune Co.	128
49 C	**Child**, New York, New York Times Co.	248
16 C	**Chronicle of Higher Education**, Washington, Chronicle of Higher Education	183
24 C	**Colonial Homes**, New York, Hearst Corp.	230
142 T	**Communications Week**, Manhasset, N.Y., CMP Publications	140
5A T	**Computer Shopper**, New York, Coastal Associates	64
5A T	**Computerworld**, Framingham, Mass., International Data Group	44
5A T	**Compute!**, New York, General Media	293
46 C	**Conde Nast Traveler**, New York, Advance Publications	108
22 C	**Connoisseur**, New York, Hearst Corp.	196
22 C	**Consumer Reports**, Yonkers, N.Y., Consumers Union of U.S.	37
22 C	**Consumers Digest**, Chicago, Consumers Digest Inc.	234
49 C	**Cooking Light**, Birmingham, Ala., Time Warner	206
49 C	**Cosmopolitan**, New York, Hearst Corp.	18
24 C	**Country**, Greendale, Wis., Reiman Publications	209
22 C	**Country America**, New York, Meredith Corp.	254
24 C	**Country Home**, Des Moines, Meredith Corp.	126
24 C	**Country Living**, New York, Hearst Corp.	46
20A T	**Crain's Chicago Business**, Chicago, Crain Communications	252
5A T	**CRN/Computer Reseller News**, Manhasset, N.Y., CMP Publications	111
5A T	**CSN/Computer Systems News**, Manhasset, N.Y., CMP Publications	251
31A C	**Cycle**, Costa Mesa, Calif., Hachette Publications	268
5A T	**Data Communications**, New York, McGraw-Hill	287
5A T	**Datamation**, Newton, Mass., Reed International	146
24 C	**Decorating Remodeling**, New York, New York Times Co.	214
1 C	**Delta Sky**, North Miami, Fla., Halsey Publishing Co.	180
120 T	**Design News**, Newton, Mass., Reed International	136
5A T	**Digital News**, Boston, International Data Group	276
5A T	**Digital Review**, Boston, Reed International	223
35B T	**Discount Store News**, New York, Lebhar-Friedman Publications	270
43 C	**Discover**, New York, Family Media	107
31A C	**Easyriders**, Agoura Hills, Calif., Paisano Publications Inc.	227
22 C	**Ebony**, Chicago, Johnson Publishing Co.	54
8 C	**Economist**, New York, Economist Newspapers North America	100
40 T	**EDN**, Newton, Mass., Reed International	104
40 T	**Electronic Buyers' News**, Manhasset, N.Y., CMP Publications	176
40 T	**Electronic Component News (ECN)**, Radnor, Pa., Capital Cities/ABC	296
40 T	**Electronic Design**, Hasbouck Hts., N.J., Pittway Corp.	221
40 T	**Electronic Engineering Times**, Manhasset, N.Y., CMP Publications	99
40 T	**Electronic News**, Radnor, Pa., Capital Cities/ABC	299
50 C	**Elle**, New York, Hachette Publications	40
46 C	**Endless Vacation**, Indianapolis, Endless Vacation Publications	83
41 T	**EMR**, New York, McGraw-Hill	162
36A C	**Entertainment Weekly**, New York, Time Warner	95
8 C	**Entrepreneur**, Irvine, Calif., Entrepreneur Group	141
30 C	**Esquire**, New York, Hearst Corp.	78
49 C	**Essence**, New York, Essence Communication	106
46 C	**European Travel & Life**, New York, K-III Holdings	173
49 C	**Family Circle**, New York, New York Times Co.	13
24 C	**Family Handyman**, Minneapolis, Reader's Digest Association	132
2 F	**Farm Journal**, Philadelphia, Farm Journal Inc.	205
19 C	**Field & Stream**, New York, Times Mirror Co.	55
46 T	**Financial World**, New York, Financial World Partners	98
49 C	**First for Women**, Englewood Cliffs, N.J., Bauer Publishing Co.	80
7 T	**Flying**, New York, Hachette Publications	194
18 C	**Food & Wine**, New York, American Express Co.	117
8 C	**Forbes**, New York, Forbes Inc.	16
8 C	**Fortune**, New York, Time Warner	19
3 C	**Four Wheeler**, New York, General Media	236
8 C	**Frequent Flyer Magazine**, New York, Maxwell Communications	179
30 C	**Gallery**, New York, Montcalm Publishing Corp.	258
50 C	**Glamour**, New York, Advance Publications	25
22 C	**Globe**, Boca Raton, Fla., Globe Communications Corp.	87
45 C	**Golf Digest**, Trumbull, Conn., New York Times Co.	38
45 C	**Golf Illustrated**, New York, Family Media	245
45 C	**Golf Magazine**, New York, Times Mirror Co.	62
49 C	**Good Housekeeping**, New York, Hearst Corp.	10
46 C	**Gourmet**, New York, Advance Publications	77
5A T	**Government Computer News**, Silver Spring, Md., Reed International	262
30 C	**GQ**, New York, Advance Publications	56
42 C	**Guideposts**, Carmel, N.Y., Guideposts Associates	121
19 C	**Guns & Ammo**, Los Angeles, Petersen Publishing Co.	171
50 C	**Harper's Bazaar**, New York, Hearst Corp.	74
8 C	**Harvard Business Review**, Boston, Harvard Grad. School of Bus. Admin.	186
23 C	**Health**, New York, Family Media	147
3 C	**Hemmings Motor News**, Bennington, Vt., Watering Inc.	203
63B T	**HFD-The Weekly Home Furnishings**, New York, Capital Cities/ABC	91
24 C	**HG-House & Garden**, New York, Advance Publications	101
2 F	**High Plains Journal**, Dodge City, Kan., High Plain Publishers	240
51 C	**Highlights for Children**, Columbus, Ohio, Highlights for Children	70
24 C	**HOME**, New York, Hachette Magazines	120
24 C	**Home Mechanix**, New York, Times Mirror Co.	133
8 C	**Home Office Computing**, New York, Scholastic Inc.	244
24 C	**Homeowner**, New York, Family Media	207
3 C	**Hot Rod**, Los Angeles, Petersen Publishing Co.	110
24 C	**House Beautiful**, New York, Hearst Corp.	93
8 C	**Inc.**, Boston, Goldhirsh Group	60
83B T	**Industrial Equipment News**, New York, Thomas Publishing Co.	291
20 T	**Industry Week**, Cleveland, Pittway Corp.	222
5A T	**InformationWeek**, Manhasset, N.Y., CMP Publications	164
5A T	**InfoWorld**, Menlo Park, Calif., International Data Group	109
45 C	**Inside Sports**, Evanston, Ill., Century Publishing Co.	168
36A C	**Insight**, Washington, Washington Times Corp.	189
46 T	**Institutional Investor**, New York, Institutional Investor	135
73 T	**Interior Design**, New York, Reed International	246
36A C	**Jet**, Chicago, Johnson Publishing Co.	69
7 H	**Journal of the AMA**, Chicago, American Medical Association	96
22 C	**Kiplinger's Personal Finance**, New York, Kiplinger Washington Editors	115
30A C	**LA Style**, New York, American Express Co.	266
49 C	**Ladies' Home Journal**, New York, Meredith Corp.	15
5A T	**LAN TIMES**, Midvale, Utah, McGraw-Hill	249
49 C	**Lear's**, New York, Lear Publishing	159
22 C	**Life**, New York, Time Warner	34
30A C	**Los Angeles**, Los Angeles, Capital Cities/ABC	256
38 C	**Los Angeles Times Magazine**, Los Angeles, Times Mirror Co.	149
30 C	**M Inc.**, New York, Capital Cities/ABC	263
120 T	**Machine Design**, Cleveland, Pittway Corp.	185
5A T	**MacUser**, Foster City, Calif., Ziff Communications	92
5A T	**MacWeek**, San Francisco, Coastal Associates	170
5A T	**Macworld**, San Francisco, International Data Group	86
50 C	**Mademoiselle**, New York, Advance Publications	47
49 C	**McCall's**, New York, New York Times Co.	21
H6 H	**Medical Economics**, Montvale, N.J., Thomson Corp.	219
149A T	**Meetings & Conventions**, Secaucus, N.J., Reed International	188
24 C	**Metropolitan Home**, Des Moines, Meredith Corp.	84
24 C	**Midwest Living**, Des Moines, Meredith Corp.	220
49 C	**Mirabella**, New York, News Corp.	143
7 C	**Modern Bride**, New York, Reed International	88
28A C	**Modern Maturity**, Lakewood, Calif., American Association of Retired Persons	35
12 T	**Modern Salon**, Lincolnshire, Ill., Vance Publishing Corp.	282
22 C	**Money**, New York, Time Warner	26
3 C	**Motor Trend**, Los Angeles, Petersen Publishing Co.	72
19A C	**Muscle & Fitness**, Woodland Hills, Calif., Weider Publications	90
22 C	**National Enquirer**, Lantana, Fla., G.P. Group	17
22 C	**National Examiner**, Montreal, Canada, Globe Communications Corp.	118
22 C	**National Geographic**, Washington, National Geographic Society	12
46 C	**National Geographic Traveler**, Washington, National Geographic Society	215
46 C	**National Geographic World**, Washington, National Geographic Society	257
19 C	**National Wildlife**, Washington, National Wildlife Federation	284
8 C	**Nation's Business**, Washington, Chamber of Commerce of the U.S.A.	138
127 T	**Nation's Restaurant News**, New York, Lebhar-Friedman Publications	166
22 C	**Natural History**, New York, American Museum of Natural History	211
132A T	**Nature**, New York, Macmillans UK	144
31 C	**Navy Times**, Springfield, Va., Army Times Publishing Co.	294
5A T	**Network World**, Framingham, Mass., International Data Group	175
28A C	**New Choices for Best Years**, New York, Reader's Digest Association	241
H6 H	**New England Journal of Medicine**, Boston, New England Journal of Medicine	116
83B T	**New Equipment Digest**, Cleveland, Pittway Corp.	274
49 C	**New Woman**, New York, K-III Holdings	82
36A C	**New York Magazine**, New York, K-III Holdings	61
38 C	**New York Times Magazine**, New York, New York Times Co.	29
22 C	**The New Yorker**, New York, Advance Publications	45
36A C	**Newsweek**, New York, Washington Post Co.	6
H7 H	**Nursing '90**, Springhouse, Pa., Elsevier Business Press	157
43 C	**Omni**, New York, General Media	102
47 C	**OnSat**, Shelby, N.C., Triple D Publishing	200
21 C	**Organic Gardening**, Emmaus, Pa., Rodale Press	153
19 C	**Outdoor Life**, New York, Times Mirror Co.	94
45 C	**Outside**, Chicago, Mariah Publications	232
22 C	**Parade**, New York, Advance Publications	7
49 C	**Parenting**, San Francisco, Time Warner	156
49 C	**Parents**, New York, Gruner & Jahr Publications	39
5A T	**PC Magazine**, New York, Ziff Communications	14
5A T	**PC Computing**, Foster City, Calif., Ziff Communications	103
5A T	**PC Week**, Medord, Ziff Communications	36
5A T	**PC World**, San Francisco, International Data Group	66
30 C	**Penthouse**, New York, General Media	33
36A C	**People**, New York, Time Warner	2
19 C	**Petersen's Hunting**, Los Angeles, Petersen Publishing Co.	295
113B T	**Plant Engineering**, Des Plaines, Ill., Reed International	208
17 C	**Playbill**, New York, Playbill	275
30 C	**Playboy**, Chicago, Playboy Enterprises	23
49 C	**Playgirl**, New York, Drake Publisher	190
30 C	**Popular Mechanics**, New York, Hearst Corp.	73
39 C	**Popular Photography**, New York, Hachette Publications	97
43 C	**Popular Science**, New York, Times Mirror Co.	85
6 C	**Power & Motoryacht**, Stamford, Conn., Reed International	243
24 C	**Practical Homeowner**, New York, Capital Cities/ABC	210
17A C	**Premiere**, New York, K-III Holdings	152
23 C	**Prevention**, Emmaus, Pa., Rodale Press	52
19 T	**Professional Builder & Remodeler**, Des Plaines, Ill., Reed International	129
2 F	**Progressive Farmer**, Birmingham, Ala., Time Warner	253
61 T	**Progressive Grocer**, Stamford, Conn., Maclean Hunter	298
5A T	**Publish**, San Francisco, International Data Group	288
15 T	**Publisher's Weekly**, New York, Reed International	286
9 C	**Ranger Rick Magazine**, Washington, National Wildlife Federation	281
22 C	**Reader's Digest**, New York, Reader's Digest Association	5
19A T	**Real Estate Today**, Chicago, National Association of Realtors	283
49 C	**Redbook**, New York, Hearst Corp.	28
127 T	**Restaurant Business**, New York, Bill Communications	184
127 T	**Restaurant Hospitality**, Cleveland, Pittway Corp.	267
127 T	**Restaurants & Institutions**, Des Plaines, Ill., Reed International	105
H7 H	**RN**, Montvale, N.J., Thomson Corp.	285
3 C	**Road & Track**, Newport Beach Calif., Hachette Publications	79
33 C	**Rolling Stone**, New York, Straight Arrow Publishers	31
45 C	**Runner's World**, Emmaus, Pa., Rodale Press	177
6 C	**Sail**, Newton, Mass., Reed International	277
49 C	**Sassy**, New York, Lang Communications	297
47 C	**Satellite Orbit**, Vienna, Va., CommTek Communications	195
22 C	**Saturday Evening Post**, Indianapolis, Benjamin Franklin Literary & Medical	250
132A T	**Science**, Washington, American Assn. for the Advmt. of Science	154
43 C	**Scientific American**, New York, Scientific American	123
49 C	**Self**, New York, Advance Publications	57
49 C	**Sesame Street Magazine**, New York, Children's Television Workshop	151
49 C	**Seventeen**, New York, K-III Holdings	53
49 C	**Shape**, Woodland Hills, Calif., Weider Publications	148
45 C	**Sid**, New York, Times Mirror Co.	160
45 C	**Skiing**, New York, Times Mirror Co.	167
45 C	**Skin Diver**, Los Angeles, Petersen Publishing Co.	204
22 C	**Smithsonian**, Washington, Smithsonian Institution	43
49 C	**Soap Opera Digest**, New York, K-III Holdings	50
24 C	**Southern Accents**, Birmingham, Ala., Time Warner	264
24 C	**Southern Living**, Birmingham, Ala., Time Warner	32
33 C	**Spin**, New York, Camouflage Associates	292
45 C	**Sport**, Los Angeles, Petersen Publishing Co.	137
45 C	**Sporting News**, St. Louis, Times Mirror Co.	68
19 C	**Sports Afield**, New York, Hearst Corp.	169
36A C	**Sports Illustrated**, New York, Time Warner	4
22 C	**Star Magazine**, Tarrytown, N.Y., G.P. Group	22
33 C	**Stereo Review**, New York, Hachette Publications	113
8 C	**Success**, New York, Hal Holdings	231
2 F	**Successful Farming**, Des Moines, Meredith Corp.	233
149A T	**Successful Meetings**, New York, Bill Communications	228
24 C	**Sunset**, Menlo Park, Calif., Time Warner	49
61 T	**Supermarket News**, New York, Capital Cities/ABC	182
49 C	**Teen**, Los Angeles, Petersen Publishing Co.	124
45 C	**Tennis**, Trumbull, Conn., New York Times Co.	114
45 C	**Tennis Illustrated (Indy World Tennis)**, New York, Family Media	235
30A C	**Texas Monthly**, Austin, Mediatex Communication Corp.	178
36A C	**Time**, New York, Time Warner	3
149B T	**Tour & Travel News**, Manhasset, N.Y., CMP Publications	163
22 C	**Town & Country**, New York, Hearst Corp.	81
8A C	**Trailer Life**, Agoura Hills, Calif., TL Enterprises	269
149B T	**Travel Agent Magazine**, New York, Universal Media Inc.	260
46 C	**Travel-Holiday**, New York, Reader's Digest Association	271
149B T	**Travel Weekly**, Secaucus, N.J., Reed International	76
46 C	**Travel & Leisure**, New York, American Express Co.	41
149B T	**TravelAge magazines**, San Francisco, Maxwell Communications	213
25A C	**Travelhost**, Dallas, Travelhost Inc.	217
49 C	**True Story**, New York, Macfadden Holdings	187
36A C	**TV Guide**, Radnor, Pa., News Corp.	1
24 C	**Unique Homes**, New York, Unique Homes Magazine Inc.	265
1 C	**United's Vis 'A Vis**, New York, East/West Network	225
17A C	**Us**, New York, Straight Arrow Publishers	63
22 C	**USA Weekend**, New York, Gannett Co.	30
1 C	**USAir Magazine**, Greensboro, N.C., Pace Communications	278
36A C	**U.S. News & World Report**, Washington, U.S. News & World Report	11
22 C	**Vanity Fair**, New York, Advance Publications	58
5A T	**VarBusiness**, Manhasset, N.Y., CMP Publications	259
49 C	**Victoria**, New York, Hearst Corp.	139
47 C	**Video**, New York, Reese Communications	172
47 C	**Video Review**, New York, Viare Publishing	237
50 C	**Vogue**, New York, Advance Publications	24
49 C	**W**, New York, Capital Cities/ABC	112
38 C	**Washington Post Magazine**, Washington, Washington Post Co.	198
30A C	**Washingtonian**, Washington, Washington Magazine Co.	279
49 C	**Weight Watchers**, New York, Weight Watchers Twentyfirst Corp.	155
49 C	**Woman's Day**, New York, Hachette Publications	20
49 C	**Woman's World**, Englewood Cliffs, N.J., Bauer Publishing Co.	42
29 C	**Wood**, New York, Meredith Corp.	229
49 C	**Worldnet**, Kansas City, Mo., K.C. Publishing	289
49 C	**Working Mother**, New York, Lang Communications	145
49 C	**Working Woman**, New York, Lang Communications	80
6 C	**Yachting**, New York, Times Mirror Co.	260
24 C	**Yankee**, Dublin, N.H., Yankee Publications	125
49 C	**YM**, New York, Gruner & Jahr Publications	131

Notes: C indicates consumer SRDS category. T indicates business SRDS category. H indicates healthcare. F indicates farm/agricultural.

MAY AD RESULTS

Recovery hopes dim as ad drop steepens

By Scott Donaton

Springtime hasn't arrived yet in the magazine industry.

Ad pages fell 13.7% to 13,148.4 last month compared with a year earlier, the largest single-month decline since ad pages began drying up in late 1989, Publishers Information Bureau reported.

MEDIA WORKS

For the first five months of 1991, ad pages for PIB-tracked magazines totaled 63,550.6, down 10.9% from the same period last year. Of the 170 titles tracked, 74% registered declines.

Ad revenues fell 6.4% to $564.89 million in May and were down 5.4% to $2.58 billion through the first five months.

Seven of the top 10 ad categories (ranked by revenue) were down through May; nine categories were down in pages. The top 10 categories had combined revenues of $1.84 billion, representing 71% of all magazine ad revenue for the period.

"May revenue performance appears to reflect a leveling off from April with only the same few categories [automotive, direct response and computers/office equipment] showing sustained growth," said James Guthrie, exec VP-marketing development of the Magazine Publishers of America.

Publishers are no longer predicting a turnaround in 1991 but hope the May figures indicate the decline has bottomed out.

Business Week, traditionally the ad page leader, took its place as the top title for the first time this year, despite seeing pages fall 18.6% to 1,263.6 through May.

Rival *Forbes* was only a step behind with 1,248.1 pages, down 17%. *Fortune* took the biggest hit in the business field, with pages down 27.9% to 898.5.

While the downturn has widely affected most categories, the impact on individual titles varies greatly.

In the health field, *Prevention's* 198.1 ad pages were down 22.5%. *American Health* saw pages dive 48.8% to 124.7. *Health*, with 176.7 pages, was down just 1.3%.

Among science titles, *Omni's* pages rose 7.3% to 282.8 and *Scientific American's* pages jumped 39% to 263.6. But pages fell 8.5% to 293.3 at *Popular Science* and 11.8% to 158.6 at *Discover*.

Longevity, which straddles the line between health and science, climbed 35.6% to 218.7 pages.

The travel field picked up in May after being grounded in the first quarter by the Persian Gulf War. *Travel & Leisure*, *Conde Nast Traveler* and *Travel-Holiday* posted increases of 1.5%, 7.2% and 58.1% respectively for the month.

Through May, *Travel & Leisure* carried 564.6 pages, down 9%. *Conde Nast Traveler* carried 402.1 pages, down 12.2%. *Travel-Holiday* carried 237.6 pages, a 12.5% increase.

National Geographic Traveler fell 7.8% to 145.3 pages, while *Endless Vacation's* ad pages dropped 37.1% to 102. *Gourmet*, which counts travel as its largest advertising category, carried 464.5 pages, down 12.0%.

Among the handful of magazines showing strong gains after five months was *Runners World*. Its 254.1 pages represented a 55.1% increase, the largest percentage gain of any PIB-tracked magazine for the period. The Rodale Press title is celebrating its 25th anniversary this year. □

Top 10 magazine ad categories by revenue

Category	1991 revenue	% chg	1991 pages	% chg
Automotive*	$369,479,118	6.82	6,574.1	(2.14)
Toiletries & cosmetics	$267,772,120	(2.19)	5,681.7	(10.67)
Direct response	$237,848,047	7.84	7,880.5	(0.63)
Food	$182,932,260	(8.44)	2,960.6	(15.93)
Travel, hotels & resorts	$165,351,621	(11.42)	5,004.1	(12.75)
Apparel**	$163,069,813	(6.18)	5,488.6	(9.16)
Business & consumer svcs.	$151,364,097	(27.55)	4,232.6	(27.13)
Cigarettes & tobacco	$114,472,366	(8.21)	1,823.2	(15.83)
Computers & office equip.	$103,612,321	18.30	2,184.0	9.68
Publishing & media	$82,745,779	(9.30)	1,109.9	(19.35)

Revenue and page figures are from January-May 1991. *Includes accessories and equipment. **Includes footwear and accessories. Source: Publishers Information Bureau

MEDIA MIX

News briefs on print, electronic and alternative media.

You Jane. Worldvision Enterprises, New York, is developing a companion TV series to "Tarzan," its weekly, half-hour show that starts this fall in first-run syndication. Worldvision is negotiating to license a similar comics-based character for another first-run series for a fall 1992 launch.

"It won't be a superhero. It will be somebody out of the Sunday comics pages like 'Jungle Jim,' 'Sheena: Queen of the Jungle,' or 'Steve Canyon,' " said Gary Montanus, senior VP at Worldvision. Despite a soft ad marketplace, he said sales for "Tarzan" have been strong with about a third of the inventory sold, including a deal with an undisclosed car company.

In the new series, Tarzan has been contemporized with a focus on environmental themes. Mr. Montanus said Worldvision is developing promotions that tie into the "green marketing" theme, including "Tarzan Zoo Days," local retail promotions that emphasize animal rights.

Swept out. For the first time ever, the average prime-time rating for each of the Big 3 networks dropped into the single digits during a sweeps period. For the week ended May 26, NBC had a 9.7 rating; ABC, 9.6; and CBS, 9.4, Nielsen Media Research reports. Although it's the 11th time each of the networks' prime-time ratings fell that low, the other single-digit weeks fell during political conventions or low-rated summer months. But only half the week fell during sweeps programming, said David Poltrack, CBS VP-planning and research. "The ratings were the lowest for the second half of the week, which fell out of the sweeps period," he said.

Kimberly Butler

Worldvision Enterprises' Tarzan cares about the environment.

Not-so-deep pockets. More than half of all brands using network TV in 1990 spent less than $1.5 million on the medium, the Network Television Association reported. The findings conflict with the perception that network TV is only for advertisers with large budgets. Of the 2,952 individual product campaigns that appeared on network TV in 1990, 1,547 were funded at less than $1.5 million. Peter Chrisanthopoulos, president of the association, said network TV is accessible to small-budget brands because of its wide price range. "Network TV unit costs run the gamut from an $800,000 [30-second] unit in the Super Bowl to $5,500 for a news sign-on spot," he said. The average 30-second prime-time unit costs about $115,000.

Turning over a new (maple) leaf. *Vermont Life*, Montpelier, with its winter issue will carry ads for the first time in its 46-year history. Published by the state of Vermont, the quarterly will accept advertising to offset production and postage costs and lower state funding. A b&w page costs $3,750; color is $5,050. Circulation is 90,000. □

Joe Mandese coordinates MediaWorks.

Magazine ad page leaders

Publishers Information Bureau figures for January through May 1991.

Rank	Magazine	Pages	% chg	Dollars	% chg
1	Business Week	1,263.60	(18.6)	75,906,692	(16.6)
2	Bride's	1,251.45	(3.4)	23,140,994	1.1
3	Forbes	1,248.08	(17.0)	55,569,407	(15.1)
4	People	1,213.62	(15.0)	126,386,922	(5.9)
5	Vogue	1,087.81	(9.5)	43,913,254	(0.9)
6	TV Guide	1,037.83	(19.4)	122,133,863	(11.9)
7	Modern Bride	1,007.88	(1.7)	16,579,050	(2.4)
8	The Economist	922.67	(16.2)	8,689,907	(9.2)
9	Fortune	898.49	(27.9)	48,313,904	(18.5)
10	New York Magazine	855.65	(18.6)	14,678,620	(12.6)
11	Entrepreneur	855.31	1.2	9,259,615	14.6
12	Sports Illustrated	847.44	(19.9)	114,917,381	(13.0)
13	Cosmopolitan	827.61	(12.0)	52,716,152	(9.4)
14	Time	815.77	(22.6)	123,752,182	(14.2)
15	Golf World	760.68	2.1	6,663,498	12.3
16	Glamour	734.35	(2.2)	39,442,257	3.7
17	Newsweek	725.57	(19.6)	83,332,158	(16.3)
18	Elle	707.00	(20.4)	23,550,200	(9.5)
19	U.S. News & World Report	689.93	(7.3)	59,084,620	(1.6)
20	Good Housekeeping	654.39	(3.7)	67,443,740	6.5
21	The New Yorker	639.08	(29.8)	18,201,366	(21.8)
22	Sunset	624.59	(4.1)	18,677,871	(8.0)
23	Ladies' Home Journal	623.45	(3.9)	47,496,808	4.3
24	Rolling Stone	616.80	(19.5)	24,729,201	(9.2)
25	Gentlemen's Quarterly	612.32	(20.0)	16,651,520	(11.1)
26	Family Circle	607.49	(8.0)	52,629,395	(2.5)
27	Skin Diver	600.09	4.5	6,125,554	13.4
28	Muscle & Fitness	598.51	14.6	10,929,327	22.5
29	American Way	596.70	(17.2)	8,990,982	(5.3)
30	Yachting	580.89	(18.3)	3,834,681	(10.9)
31	Parents	572.52	(2.6)	25,518,664	6.5
32	Travel & Leisure	564.61	(9.0)	23,832,927	(5.9)
33	Mademoiselle	557.20	(11.8)	19,009,307	(7.7)
34	Texas Monthly	549.67	(3.3)	6,321,265	0.3
35	Golf Magazine	546.02	(6.6)	19,672,409	12.9
36	Better Homes & Gardens	542.57	2.9	66,102,501	13.4
37	Golf Digest	532.56	(11.3)	30,564,838	3.1
38	Architectural Digest	521.50	(29.4)	14,451,045	(27.4)
39	Popular Photography	519.89	4.9	11,880,664	(0.1)
40	Car & Driver	514.51	5.8	20,204,526	11.2
41	Southern Living	503.64	(8.4)	26,670,648	(1.1)
42	Vanity Fair	493.94	(8.5)	17,574,272	(7.1)
43	Money	481.67	(6.1)	32,510,476	3.3
44	Woman's Day	478.04	(24.9)	36,890,122	(19.1)
45	Harper's Bazaar	469.94	(19.3)	13,628,091	(12.0)
46	Redbook	467.25	0.6	30,834,266	6.8
47	Gourmet	464.52	(12.0)	13,979,302	(0.8)
48	Salt Water Sportsman	462.44	(19.8)	3,396,407	(10.0)
49	Bicycling	460.65	(7.2)	7,046,045	1.9
50	W Magazine	456.96	(23.4)	11,141,922	(18.7)
51	Road & Track	435.26	0.0	13,040,628	1.7
52	Jet	421.00	(2.0)	7,414,038	2.8
53	Seventeen	417.42	(23.7)	14,504,590	(10.7)
54	McCall's	412.65	2.1	33,037,493	13.4
55	Ebony	412.45	(13.6)	15,783,353	(5.4)
56	Conde Nast Traveler	402.05	(12.2)	11,936,636	(6.4)
57	Self	401.01	(29.0)	16,537,807	(22.6)
58	Mirabella	398.68	(7.9)	8,158,363	22.2
59	Country Living	394.75	(13.1)	17,569,204	(6.3)
60	Bon Appetit	391.24	(13.8)	12,493,707	(7.3)
61	Four Wheeler	385.98	1.8	3,551,228	21.9
62	Town & Country	382.09	(39.2)	10,788,149	(29.0)
63	HG (House & Garden)	379.80	(16.1)	10,315,098	(8.0)
64	Reader's Digest	370.90	(21.1)	39,897,160	(17.7)
65	Smithsonian	366.66	(11.1)	16,213,387	(6.9)
66	Bassmaster	364.98	(7.1)	7,526,141	(2.9)
67	Metropolitan Home	361.10	(29.8)	13,167,821	(18.5)
68	Outside Magazine	361.08	13.6	7,045,950	24.3
69	Working Woman	355.45	(13.5)	11,618,521	(6.6)
70	Motor Trend	350.69	3.1	13,767,586	13.1
71	Compute!	350.31	NA	3,096,478	NA
72	Inc.	339.04	(23.2)	15,772,742	(11.7)
73	San Francisco Focus	336.86	(29.7)	2,342,086	(26.7)
74	Outdoor Life	336.54	(1.2)	11,279,163	12.7
75	Esquire	331.86	(32.0)	10,717,673	(28.3)
76	Delta Sky	329.10	(7.9)	9,448,490	4.0
77	Field & Stream	327.46	(10.0)	15,202,750	5.5
78	New Woman	324.90	(15.7)	9,071,104	(3.6)
79	Sports Afield	324.82	(4.5)	6,559,564	1.8
80	Automobile Magazine	322.92	5.9	8,467,096	51.7
81	Entertainment Weekly	315.74	1.6	7,383,586	16.5
82	Essence	311.27	(21.4)	8,661,074	(12.0)
83	House Beautiful	302.50	(3.3)	12,586,041	10.0
84	Black Enterprise	302.38	(8.5)	4,568,274	3.0
85	Hot Rod	301.94	(10.2)	7,241,055	(5.3)
86	Parenting	301.62	4.9	6,921,576	38.4
87	Popular Mechanics	299.55	(12.3)	10,816,995	0.5
88	Playboy	298.94	4.8	19,327,542	1.9
89	Penthouse	293.42	14.7	11,948,752	12.6
90	Art & Antiques	293.39	(23.1)	2,217,292	0.0
91	Popular Science	293.30	(8.5)	8,980,660	0.1
92	Yankee	291.37	(7.7)	4,000,779	7.9
93	Tennis	290.98	(0.1)	10,190,459	11.3
94	Ski	286.96	(2.0)	5,941,902	1.0
95	Omni	282.84	7.3	7,678,720	(7.6)
96	Working Mother	278.81	(8.8)	6,816,146	0.5
97	Premiere	278.05	(8.4)	5,545,843	4.6
98	Shape Magazine	274.01	2.0	4,805,658	(7.4)
99	Scientific American	263.56	39.0	6,028,798	21.8
100	Financial World	260.40	(44.1)	6,171,190	(42.8)

Percent change compares January-May in 1991 with 1990. Source: Publishers Information Bureau

U.S. turns on Euro TV

P&G leads the list of top-spending marketers

By Bill Britt

LONDON—U.S.-based marketers dominated the top 100 pan-European brands in TV ad spending in 1990.

The French were the next biggest spenders, followed by marketers in Italy, the U.K., Germany, the Netherlands and Switzerland.

GLOBAL NEWS

Of the total $3.4 billion invested in TV advertising by the top 100 pan-European brands, 24 U.S. marketers spent a combined total of $2.5 billion on 46 brands, according to *Advertising Age's Euromarketing* newsletter.

The French invested $593 million, or 17%, to support 11 brands.

Euromarketing compiled the list using data supplied by Adtrack, an advertising monitoring company in England.

The rankings are based on the six largest European TV markets: U.K., Italy, France, Spain, Germany and the Netherlands. A brand is considered pan-European if it's marketed under the same name and advertised on TV in at least three countries.

Procter & Gamble Co. spent the most, pumping $358 million into 10 brands: Pampers disposable diapers, Dash detergent, Oil of Olay skincare products, Vicks cold remedy, Vidal Sassoon haircare products, Lenor fabric softener, Vizir detergent, Clearasil acne remedy, Ariel detergent and Head & Shoulders shampoo.

As a company, Unilever was the second-largest spender, investing $217 million in nine brands. Ferrero, the Italian confectioner, came in third with $198 million.

Heaviest-spending brands were Fiat autos; Kellogg's cereals; Peugeot autos; Renault autos; and P&G's Ariel detergent *(see chart)*.

Other U.S. brands among the top 100 were Coca-Cola, General Motors, Ford, McDonald's, Mattel, Whiskas (pet food from Mars Inc.) Gillette razors, Pedigree (pet food from Mars), Johnson & Johnson personal care, Kodak, Pepsi, Mars candy and Milton Bradley.

Automobiles led the list as the biggest product category, with $797 million behind 14 brands. Next was food with $409 million, followed by detergents, confectionery, cosmetics/skincare, toys, soft drinks, electronics, haircare, toothpaste and pet food.

The top 100 pan-European brands accounted for 38% of the total $8.9 billion spent during 1990 on TV advertising in the six largest markets. □

Top pan-European TV brands

Rank		Total spending*
1	Fiat autos	$143
2	Kellogg's cereals	135
3	Peugeot autos	103
4	Renault autos	93
5	P&G's Ariel detergent	93
6	Peugeot's Citroen autos	90
7	BSN's Danone dairy foods	88
8	Ferrero's Kinder candy	82
9	L'Oreal beauty products	70
10	Coca-Cola soft drinks	69

*Dollars in millions.
Source: *Euromarketing*/Adtrack

Carmakers sponsor July 4 radio shows

By John P. Cortez

In the wake of the fervent patriotism displayed in recent Desert Storm homecoming celebrations, two U.S. automakers will sponsor patriotic national radio specials over the Fourth of July weekend.

General Motors Corp. will exclusively sponsor "Radio Desert Storm," a tribute to U.S. troops at home and still in the Middle East, while Chrysler Corp. is the sole sponsor of "The Americans," a variety show featuring historical vignettes and patriotic music.

"Radio Desert Storm," a 4-hour rock 'n' roll special, will be broadcast on more than 100 FM stations in the U.S. and on Armed Forces Radio to 400 radio stations in 130 countries and U.S. territories.

The show will feature dedications and song requests from U.S. troops remaining in the Persian Gulf. Disc jockeys who worked in the Middle East on Desert Radio Network will also be spinning songs played during the conflict.

Listeners will be able to call an 800-number to make donations to the American Red Cross' Radio Desert Storm Fund. Proceeds aid U.S. troops and their families.

"Radio Desert Storm" is produced by RBM Productions Corp. in conjunction with the Armed Forces Radio & Television Services and the Desert Radio Network.

"The Americans," a 3-hour program to be aired on 300 stations nationwide, presents dramatizations of historic and recent events, sprinkled with selections of contemporary patriotic music.

Lee Alan Productions produced "The Americans." Bozell, New York and Birmingham, Mich., handles.

Both programs are taped and will air at various times throughout the July 4-7 weekend. □

Backer

(Continued from Page 1)

doesn't expire until 1995. But under its provisions, Saatchi isn't required to retain Mr. Spielvogel as ceo beyond September 1992, Mr. Louis-Dreyfus told *Ad Age*.

Between late 1989 and April 1991, the agency lost $200 million in billings, including the $90 million Miller Lite account from Miller Brewing Co.

Mr. Louis-Dreyfus said during interviews last week in London and New York that he's already initiated monthly meetings involving himself; Mr. Spielvogel; Martin Tucker, ceo of Saatchi & Saatchi Holdings North America; and the Backer executive committee "to review client satisfaction" and stop problems with clients before they become serious.

He also said he played an active role in the promotion of Ken Rogers to president of Backer's North American operations and the hiring of Executive Creative Director Don Easdon.

The two executives replaced Dean Scaros and Bob Lenz, respectively, both of whom were Mr. Spielvogel's longtime lieutenants.

Mr. Louis-Dreyfus was also familiar with Backer's plans to hire new executives to run the Miller Brewing and M&M/Mars accounts and the domestic research operations.

Those plans were completed last week when the agency named Larry Chiagouris, 43, exec VP-director of strategic planning and research from senior VP-director of strategic planning at Bozell. Mr. Chiagouris succeeds Marilyn Silverman, who returns to her worldwide research post.

Mr. Louis-Dreyfus also pointed out that while top Backer executives primarily report to Mr. Spielvogel, a "dotted line" reporting relationship exists that also allows them to report to the holding company.

But Mr. Louis-Dreyfus stopped short of saying he would reverse any of Mr. Spielvogel's decisions.

"I've learned one thing," he said. "Orders don't work. Everyone responds to logic. Some quicker, some slower. Changes need to be sold. That's the only way to make it work."

"I've learned one thing: Orders don't work. Everyone responds to logic. . . . Changes need to be sold. That's the only way to make it work."

Robert Louis-Dreyfus

Mr. Spielvogel didn't dispute any of Mr. Louis-Dreyfus' comments, but insisted "my title is ceo of Backer Spielvogel Bates Worldwide."

Under his contract, Mr. Spielvogel's role could change after September 1992 and he could either retain both titles, keep only one title or relinquish both and become a consultant to the agency until the 1995 contract expiration.

"I don't close any options," Mr. Louis-Dreyfus said.

Mr. Louis-Dreyfus said the new contract combined elements of a previous pact but for less compensation for Mr. Spielvogel.

"It's not so expensive as before," Mr. Louis-Dreyfus said.

Meanwhile, he indicated that changes in the management structure at Backer's sister agency, Saatchi & Saatchi Advertising Worldwide, are also on the horizon.

"By yearend, there will be some changes," he said.

A new arrangement would likely formalize the roles of Saatchi North American CEO Ed Wax in New York and International CEO Dick Humphreys in the U.K., who run the network, as worldwide Co-CEOs Milt Gossett and Stuart Upson become less involved.

Mr. Louis-Dreyfus also said that after 18 months at the helm of Saatchi, he's now considering his first acquisitions.

But unlike Saatchi founders Maurice and Charles Saatchi, who had dreams of becoming major players in fields such as consulting and banking, Mr. Louis-Dreyfus' sights are more modest.

He said he's interested in creating an international public relations network and has already begun that with Rowland Worldwide's acquisition last week of Minneapolis-based Sullivan Communications Group *(see item on Page 57)*.

Now Mr. Louis-Dreyfus said he wants to buy or start PR companies in the U.S., Germany, Spain and perhaps the Far East to strengthen Rowland internationally. "All with stock, no cash," he added.

"I'm starting to enjoy very much the job," he said. "The refinancing was not much fun." □

Kodak

(Continued from Page 1)

here," he said. "It's as much for the management of the business in terms of administration."

Kodak and Sterling had kept close tabs on the so-called pre-upfront negotiations and deals inked in May even though they weren't active players, Mr. Morrison said.

But, he said: "As of today, we will be active in the upfront."

Kodak pulled the broadcast buying assignments from JWT shortly after the agency named former CBS sales executive Jerry Dominus to the new post of senior VP-director of national TV and programming, in the hopes of rebuilding its network buying reputation.

"This is a business decision," said Kodak's Mr. Morrison. "This is in no way a referendum on Jerry Dominus."

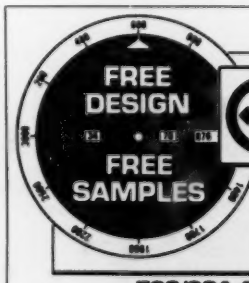
Agencies and dayparts not affected by the Kodak/Sterling consolidation include spot TV buying, which Mediators Inc., New York, handles.

Young & Rubicam is creative agency of record for Kodak cameras and Kodak's Olympics advertising, and isn't affected.

In addition, N W Ayer will continue to buy news programming for Sterling and its divisions; Kodak doesn't normally use news programming.

Sports buys for some Sterling brands are handled by Slater Hanft Martin. □

Joe Mandese and Pat Sloan contributed to this story.



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